

# LIFE

'WHY CAN'T MY CHILD READ?'

BY JOHN HERSEY

BROADWAY'S MOST  
IMAGINATIVE SEASON

KAYE BALLARD  
IN 'GOLDEN APPLE'

20 CENTS

MAY 24, 1954

REG. U. S. PAT. OFF.



# Announcing Proposal!

TIMELESS *New* PATTERN FOR YOUNG LOVE...



Breathtakingly beautiful—the very moment he proposed. Breathtakingly beautiful, too, is this enchanting new pattern *Proposal*.

Brides of this June or many Junes ago will cherish *Proposal's* simple radiance, its subtle, sweet design, so perfectly detailed. And down through the years, how proud you and your family will be of the delicate balance, craftsmanship, and lasting beauty of *Proposal*. For every most-used piece has an extra overlay of pure silver at the vital wearpoint... your promise of enduring loveliness.

**Introductory offer!** Limited time only! Save \$18.75. These 78 gleaming pieces of *Proposal* with a handsome anti-tarnish chest—at regular prices would cost \$88.50—now only \$69.75. See the new *Proposal\** at your jeweler's today. Own it tonight, on easy payment terms.

\*Trade Marks. ©1954 Oneida Ltd., Oneida, N. Y.

1881  
**ROGERS**  
SILVERPLATE & ONEIDA LTD.  
SILVERSMITHS

SAVE \$18.75

THE NEW  
**Proposal!**  
only \$69.75

REGULAR \$88.50 VALUE 78-PIECE SERVICE FOR 8, PLUS CHEST

## Gleaming Value!

Your "Proposal Chest" holds all this!

- |                    |                         |
|--------------------|-------------------------|
| 16 teaspoons       | 8 oyster forks          |
| 8 knives           | 8 iced drink spoons     |
| 8 forks            | 1 pierced serving spoon |
| 8 salad forks      | 1 serving spoon         |
| 8 butter spreaders | 1 butter knife          |
| 8 soup spoons      | 1 sugar spoon           |
|                    | 1 two-piece steak set   |

Protected by beautiful, anti-tarnish lining



# B.F. Goodrich Tubeless Tires

seal puncture, after puncture, after  
puncture, after puncture



**OVER 13,000 NAILS**, each about  $1\frac{1}{4}$  inches long, were spilled on a short stretch of road. Then a car on B. F. Goodrich LIFE-SAVER Tubeless Tires was driven over them, so each tire was punctured many times.

The nails went clear through the treads into the air chamber. But the B. F. Goodrich LIFE-SAVERS didn't go flat. In fact, they lost no air at all!

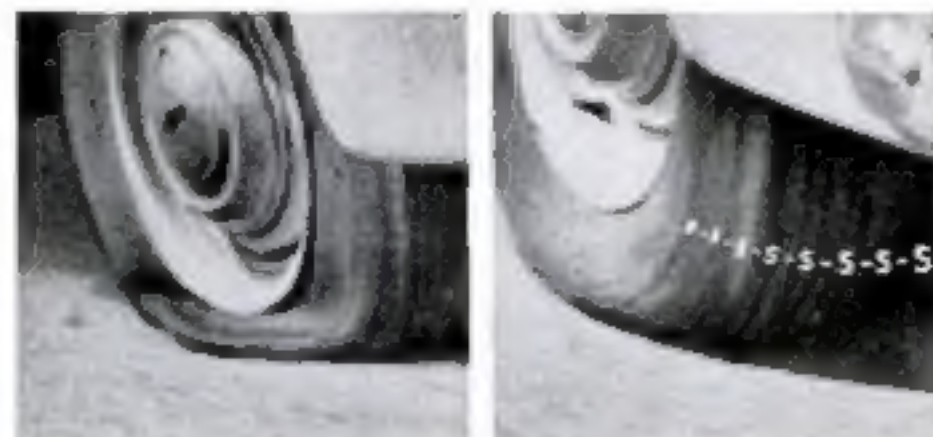
The reason is a patented sealant of gummy rub-

ber under the tread of the B. F. Goodrich LIFE-SAVER Tubeless Tire. It clings to puncturing nails with an air-tight grip. Later on, when the nail is pulled out, the sealant plugs the hole, making a permanent repair. Not a pound of air escapes.

See B. F. Goodrich LIFE-SAVER Tubeless Tires at your B. F. Goodrich retailer soon. He's listed in the Yellow Pages under "Tires". LIFE-SAVERS fit your present wheels. Convenient terms.















**SKID PROTECTION.** In this 30 mph wet-road test, car on B. F. Goodrich LIFE-SAVERS (left) stops 17 feet sooner than car on regular tires (right). Reason: its tread has *thousands* of flexible grip-blocks.



**BLOWOUT PROTECTION.** B. F. Goodrich LIFE-SAVERS have a patented inner liner, that changes dangerous bruise blowouts (left) to safe s-s-slow-outs (right), gives you time to stop safely.

**COMPARE  
the COST**

...as little as \$7.00  
more than a  
regular tire and tube

| MAKE OF CAR   |   |   | BFG LIFE-SAVER  |
|---|---|---|---|
|  |  |  | <b>\$30.95</b><br>EACH<br>6.70-15—PLUS TAX<br>and your old tire |
|  |  |  | <b>\$34.45</b><br>EACH<br>7.10-15—PLUS TAX<br>and your old tire |
|  |  |  | <b>\$37.95</b><br>EACH<br>7.60-15—PLUS TAX<br>and your old tire |
|  |  |  | <b>\$41.45</b><br>EACH<br>8.00-15—PLUS TAX<br>and your old tire |

**COMPARE...You'll buy LIFE-SAVERS®**



Be Careful—the life you  
save may be your own!



# "COME 'N' GET IT!"





# Food and fun — and **SEVEN-UP** for everyone!

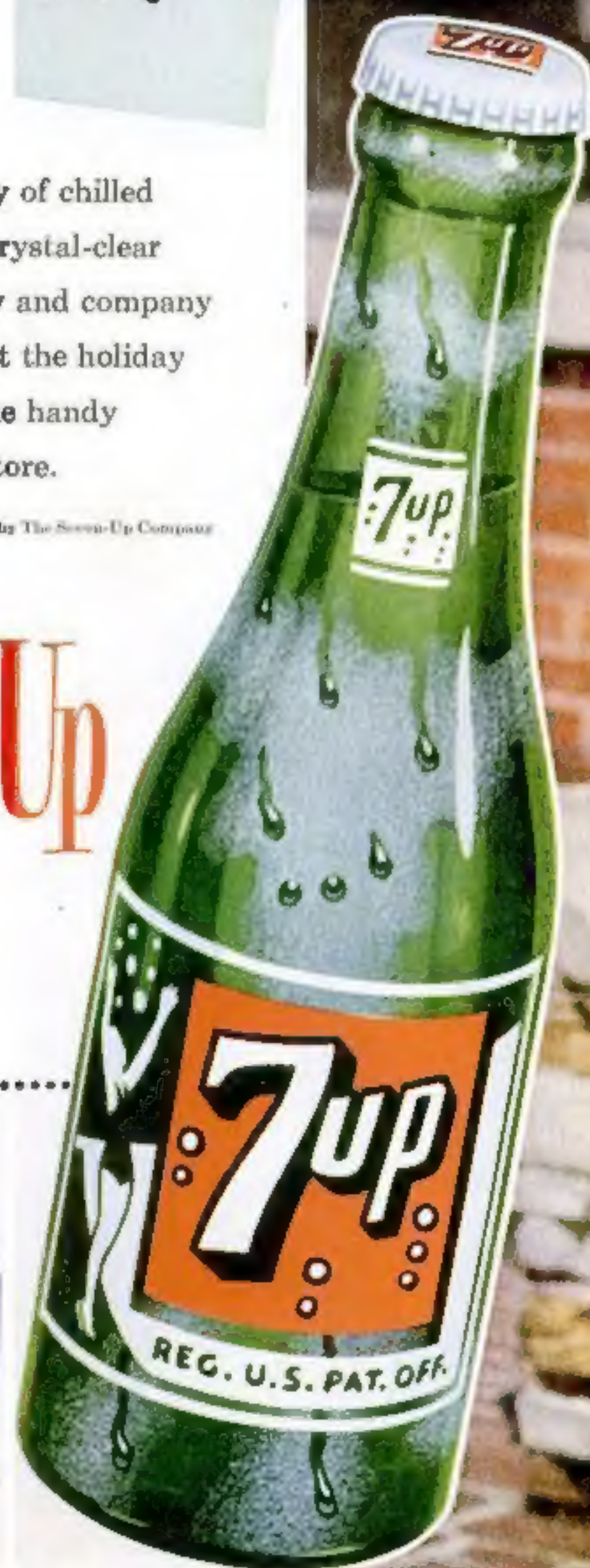
Look who's chef—he's mighty snappy!  
No remarks, he cooks first rate.  
Try Dad's way to keep guests happy:  
Let 'em "fresh up" while they wait!

● There's a holiday week end coming up! Have plenty of chilled 7-Up on hand and ready to go! Here's the sparkling, crystal-clear drink that's so pure, so good, so wholesome that family and company of all ages may enjoy it. *You like it . . . it likes you!* Get the holiday supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store.

Copyright 1954 by The Seven-Up Company

"Fresh up" with Seven-Up  
The All-Family Drink!

Buy 7-Up  
wherever you see  
those bright  
7-Up signs



This One



EKKQ-7Z4-989B

Copyrighted material



# NEW! Double Powered!

## Mobilgas SPECIAL

The Only Gasoline  
Double Powered with

### 1. MOBIL POWER COMPOUND

most powerful combination  
of chemical additives ever  
put into any gasoline to  
correct engine troubles . . .

### 2. TOP OCTANE

for greatest knock-free power!

An Entirely New Kind of Gasoline that  
**INCREASES ENGINE POWER  
UP TO 25%\***

Now, in New Mobilgas SPECIAL—Mobil Power Compound, an exclusive combination of chemical additives developed by Socony-Vacuum—has been combined with top octane to bring new on-the-road benefits to every motorist:

**Boosts power up to 25%**—increases gas mileage—improves *every* car's performance!

**Checks pre-ignition ping**—a major cause of power waste and engine damage. Mobil Power Compound's amazing chemical additive, RT 125, quells and controls glowing particles responsible for this common trouble.

**Corrects spark plug misfiring** due to injurious combustion deposits. Mobil Power Compound gives new positive control of such deposits—increases the effective life of spark plugs up to three times.

**Controls stalling** due to icing of the carburetor. No other gasoline offers the pro-

tection of GLYMONATE, unique de-icing additive developed by Socony-Vacuum and covered by patent applications.

**Combats gum** which causes parts to stick, waste gasoline. Mobil Power Compound additive, new RT 200, reduces engine-formed gum—cuts waste of fuel that's dribbled away when automatic chokes and other parts stick.

Combined with top octane, Mobil Power Compound creates an entirely new kind of gasoline—New Mobilgas SPECIAL—*double powered!*

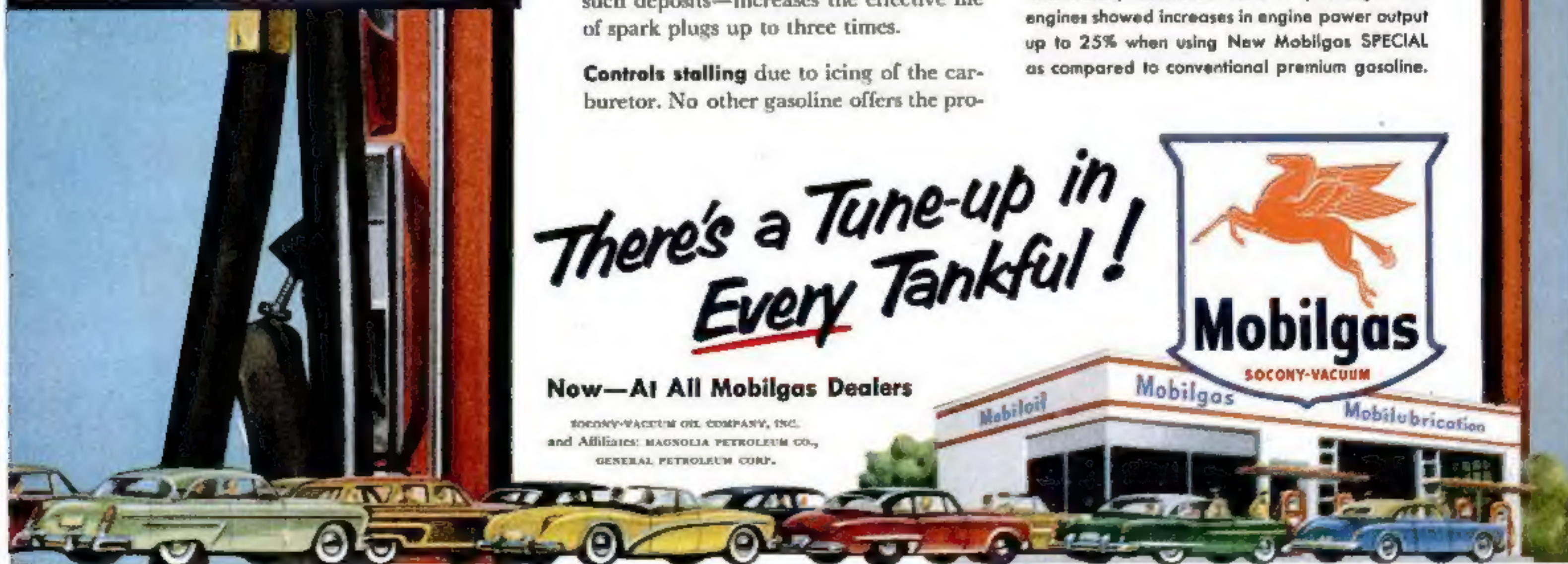
You get top anti-knock power—faster starting—protection from vapor lock—the greatest protection against engine troubles ever offered in *any* gasoline.

\*Laboratory controlled tests in passenger car engines showed increases in engine power output up to 25% when using New Mobilgas SPECIAL as compared to conventional premium gasoline.

*There's a Tune-up in  
Every Tankful!*

Now—At All Mobilgas Dealers

SOCONY-VACUUM OIL COMPANY, INC.  
and Affiliates: MAGNOLIA PETROLEUM CO.,  
GENERAL PETROLEUM CORP.







Now!  
**MAGIC FINGERS**  
control those  
"Calorie-Curves"!



*Feel the gentle, body-shaping lift of Magic-Controller's invisible "finger" panels! "See-through" picture shows how they are molded in to support you naturally. Firms and flattens you where you need it most, controls those "Calorie-Curves" as never before!*

**Introducing**

# Wonder White—new Playtex Magic-Controller

(FABRIC LINED)

With new non-roll top and hidden "finger" panels, it slims you without a seam, stitch, stay or bone!



**See** the lovely textured latex outside!  
**Feel** the cloud-soft fabric lining, so comfortable next to you!

It's the newest Playtex idea . . . *Wonder White Magic-Controller.*

You'll see how it controls those "Calorie-Curves" the minute you put it on! How the hidden "finger" panels firm and flatten where it matters most! How the non-roll top hugs and smooths your waistline!

Not a single seam, stitch, stay or bone! It's all latex—as natural as a

second skin—and completely invisible under your sleekest clothes. More, it not only washes in seconds—you can practically *watch* it dry!

Biggest surprise . . . you'll think you've lost a full size whether you're small or wear extra large.

See new Playtex *Wonder White* now, at department stores and better specialty shops everywhere.



**Playtex Magic-Controller... Available in all 3 styles**

**Garter Girdle** . . . with 4 reinforced adjustable garters, \$7.95

**Panty Girdle** . . . with 4 reinforced adjustable garters, \$7.95

**Panty Brief** (without garters), \$6.95

Fabric Lined Playtex Girdles, from \$4.95

Playtex® *Living®* Girdles, from \$3.50

All extra-large sizes, slightly higher.

**Playtex** . . . known everywhere as the girdle in the **SLIM** tube. (Prices a little higher outside U.S.A.)



# World's First that Opens from

## PHILCO® *Golden Automatic* WITH THE FAMOUS DAIRY BAR



### QUICK FREEZES AT 20° BELOW!

Separately operated freezer compartment. Keeps frozen foods safely up to a year. 2.1 cu. ft. storage for as much as 71 lbs.



### PULL-OUT ADJUSTABLE SHELF!

Yes, a pull-out shelf that is completely adjustable. Brings foods stored at rear up front... at your finger-tips. *Exclusive!*



### EXCLUSIVE CHEESE KEEPER ... BUTTER KEEPER

Two of the famous features that won the American Dairy Association award for the Philco Dairy Bar!



### REMOVABLE DOOR SHELVES!

No more struggling to clean cracks and crevices. Shelves lift out for easy washing. Exclusively yours with Philco!

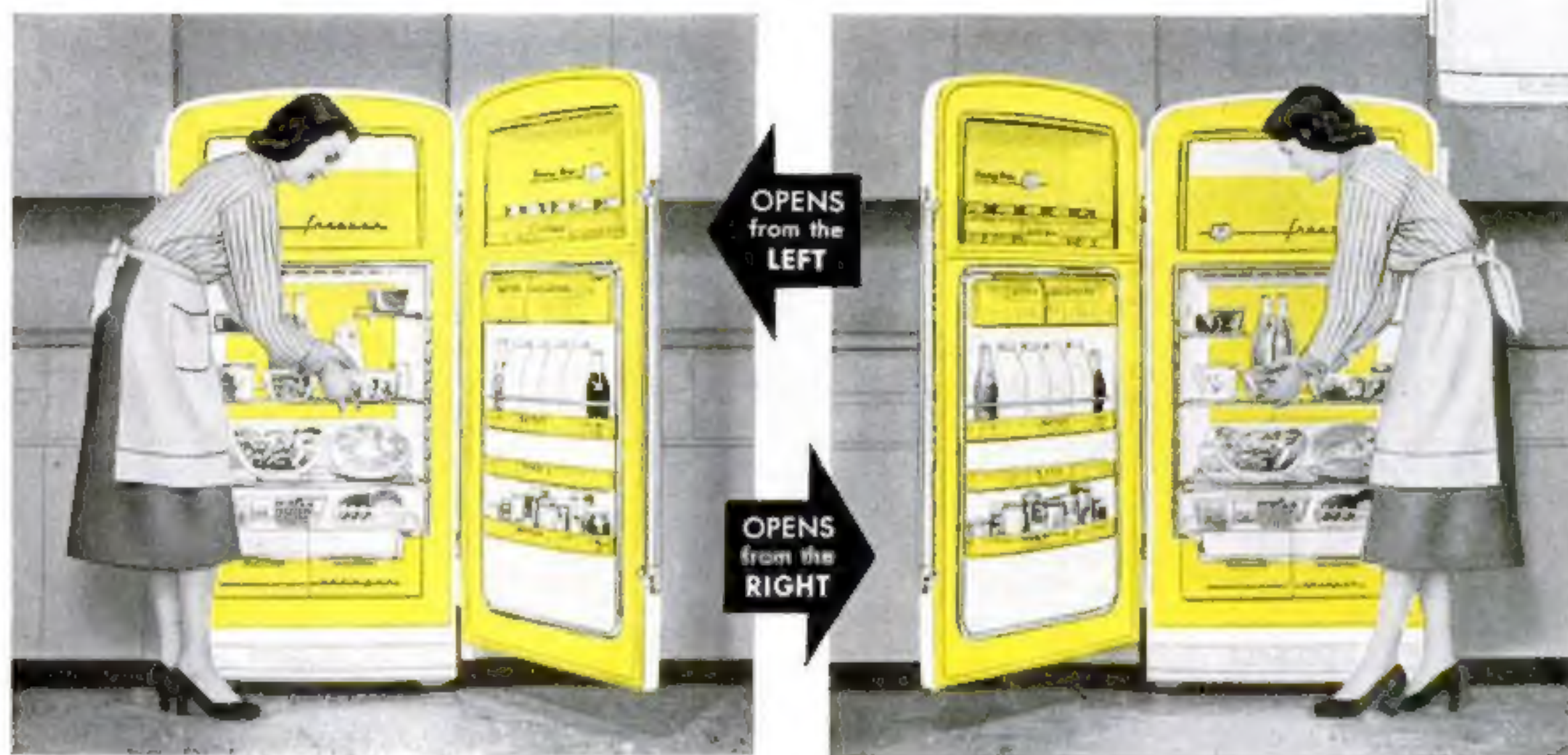
PHILCO 1149—with revolutionary 2-way door

WORLD'S FIRST FULLY AUTOMATIC REFRIGERATOR... prevents frost accumulation... air conditions as it cools... maintains ideal temperatures and humidity regardless of climate or season... and does it all automatically!



# Refrigerator Either Side!

You've Got to  
**SEE IT**  
to Believe it!



In any kitchen arrangement you have now—or plan for the future—this fabulous 2-way door will save you hundreds of steps each day. And—Only Philco has it!

**A new miracle of convenience . . . plus the greatest features ever built into a refrigerator!**

**This is it . . .** the refrigerator that has all America talking . . . the world's first refrigerator with a 2-way door that opens from either side! You never dreamed of such step-saving convenience! And if you move, or redecorate, this new Philco fits anywhere!

**This is just one** of seven great new Philco Automatic models with the famous award-winning Dairy Bar! More than any so-called "automatic defrost", these new Philco models automatically maintain ideal temperature and humidity all year 'round . . . prevent frost accumulation . . .

and do it all without manual controls of any kind. No sweating . . . no drying out . . . foods stay fresh covered or uncovered!

**Why settle for less!** With the smashing reductions based on the lowered excise taxes, you can buy a fully automatic Philco at up to \$140 less than last year's lowest priced automatic models. You can buy the finest 8 cu. ft. model on the market at the price of a 7. Yes, you can now own a brand new 1954 Philco—with all of Philco's famous quality—for as little as **\$189.95**.

Specifications and prices subject to change without notice.

**Now—a Philco Automatic for less than \$2.<sup>50</sup> a week!**  
**Seven great new models to fit every size family . . . every size budget!**

*Be Modern . . . Live Electrically*



**PHILCO 847**  
Fully automatic at \$140 less than last year's lowest priced automatic model.



**PHILCO 848**  
Golden Automatic in compact size with all deluxe 1954 Philco features.



**PHILCO 947**  
Golden Automatic in popular 9 cubic foot size with Dairy Bar and pull-out shelf.



**PHILCO 1147**  
Family size Golden Automatic with huge 2 cu. ft. freezer, latest advanced design.



**PHILCO 1148**  
Deluxe Golden Automatic with 70 lb. freezer, quick freezes to 20° below zero.



**PHILCO 1149**  
Golden Automatic with amazing 2-way door that opens from either side.



**PHILCO 1248**  
2-door Philco with separate 2½ cu. ft. Freezer. Greatest refrigerator ever built!

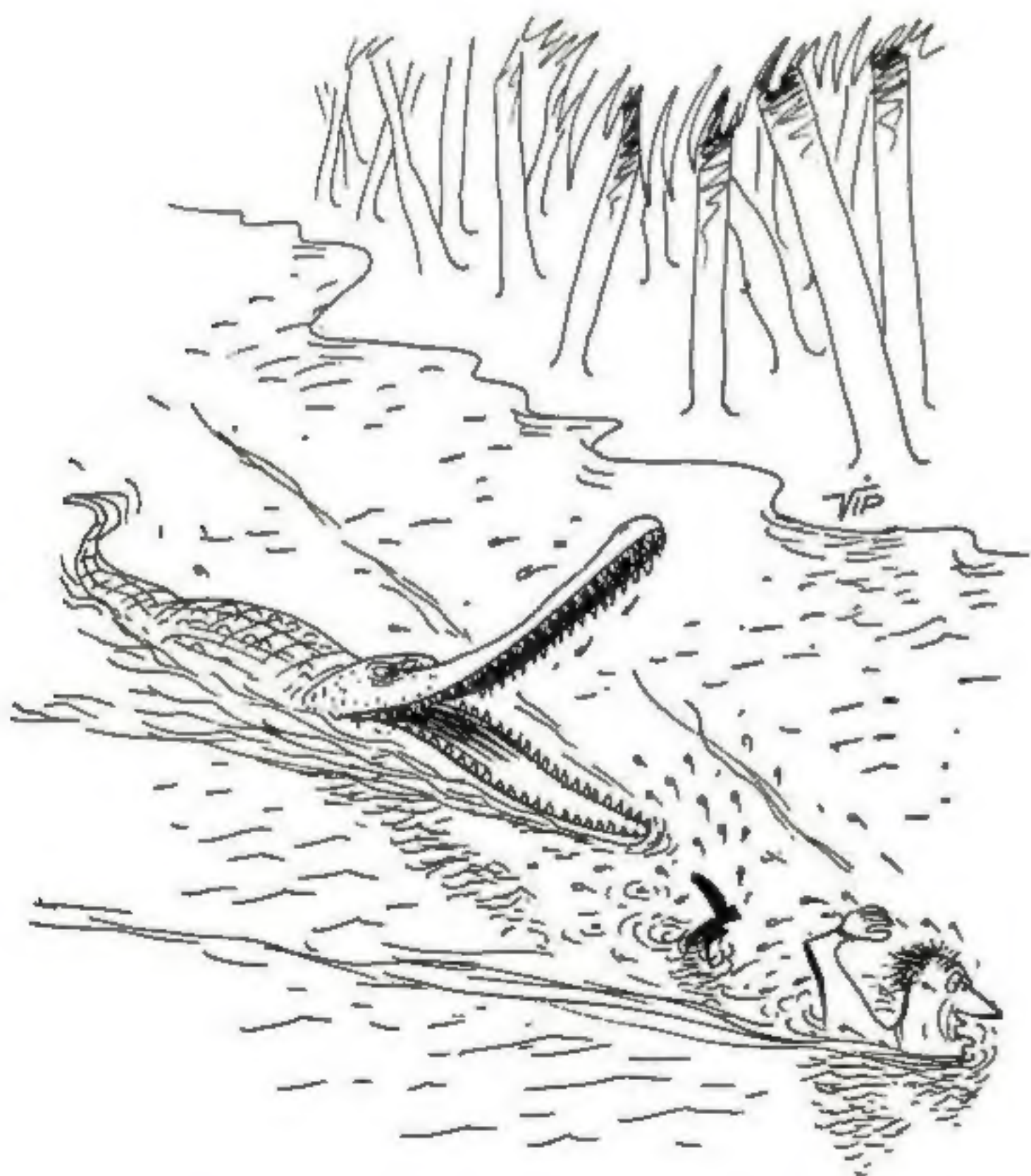




"Ach, Hans, you can't be a hero any more in this business.  
The town's gone 100% 'Sanforized'!"



"Let's have a good clean match, and Killer—  
your 'Sanforized' robe fits like a dream!"



"What a spot! Choked to death by a shrunk-up shirt,  
or choked-down by a hungry alligator!"

MISTER! Avoid cotton garments that  
shrink out of fit. ALWAYS insist on seeing  
the "SANFORIZED" trade-mark before you  
buy! Make even your favorite salesman  
show you "SANFORIZED" on the label.



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



His job is building



# step-by-step

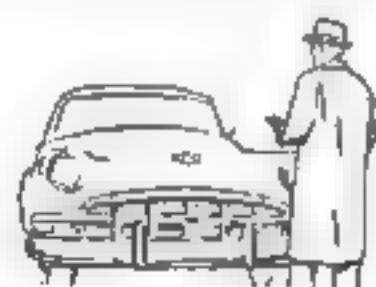
financial

# security for you

**YOUR** Travelers agent is a man you ought to know. Being able to call on him will be a big help every time you take an important step . . .



**STEP 1. YOU GET YOUR FIRST JOB.** He'll show you how you can save now by buying Life insurance at an early age when costs are low.



**STEP 2. YOU BUY A CAR.** He will prove to you the advantages of having it insured by a local agent in a company with nationwide service facilities.



**STEP 3. YOU GET MARRIED.** He'll help you figure out how much additional Life insurance protection you need and how at the same time you can start accumulating a retirement income.



**STEP 4. YOU START TO RAISE A FAMILY.** He will help you protect against financial loss through accident or sickness. Before your youngsters enter kindergarten, he will help you make sure that, through the right kind of insurance, you will have the money to send them through college.



**STEP 5. YOU BUY A HOUSE** and begin accumulating things. And this man helps you build a wall of protection around your home and possessions with Fire, Liability, Burglary, Mortgage and other vital forms of insurance.

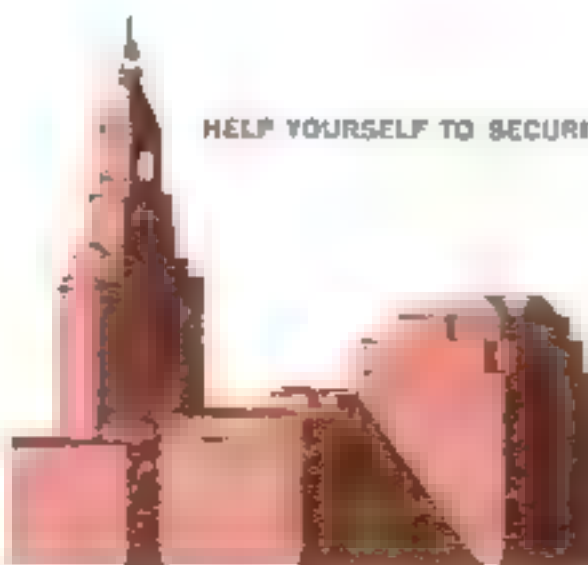


**STEP 6. YOU APPROACH RETIREMENT.** The stability of your firm, secured through the many forms of business insurance this man writes, eases the worries of your mature years. Through your personal and company retirement plans, you can look forward to a future without fear.

This Travelers agent you rely on through the years to watch over your financial security program has his counterpart in hundreds of towns and cities across the country.

He is well informed about *all* kinds of insurance, skilled at applying insurance to *all* sorts of situations, and ready to help you build financial security, step by step.

For the name of the nearest Travelers agent or broker, simply write us.



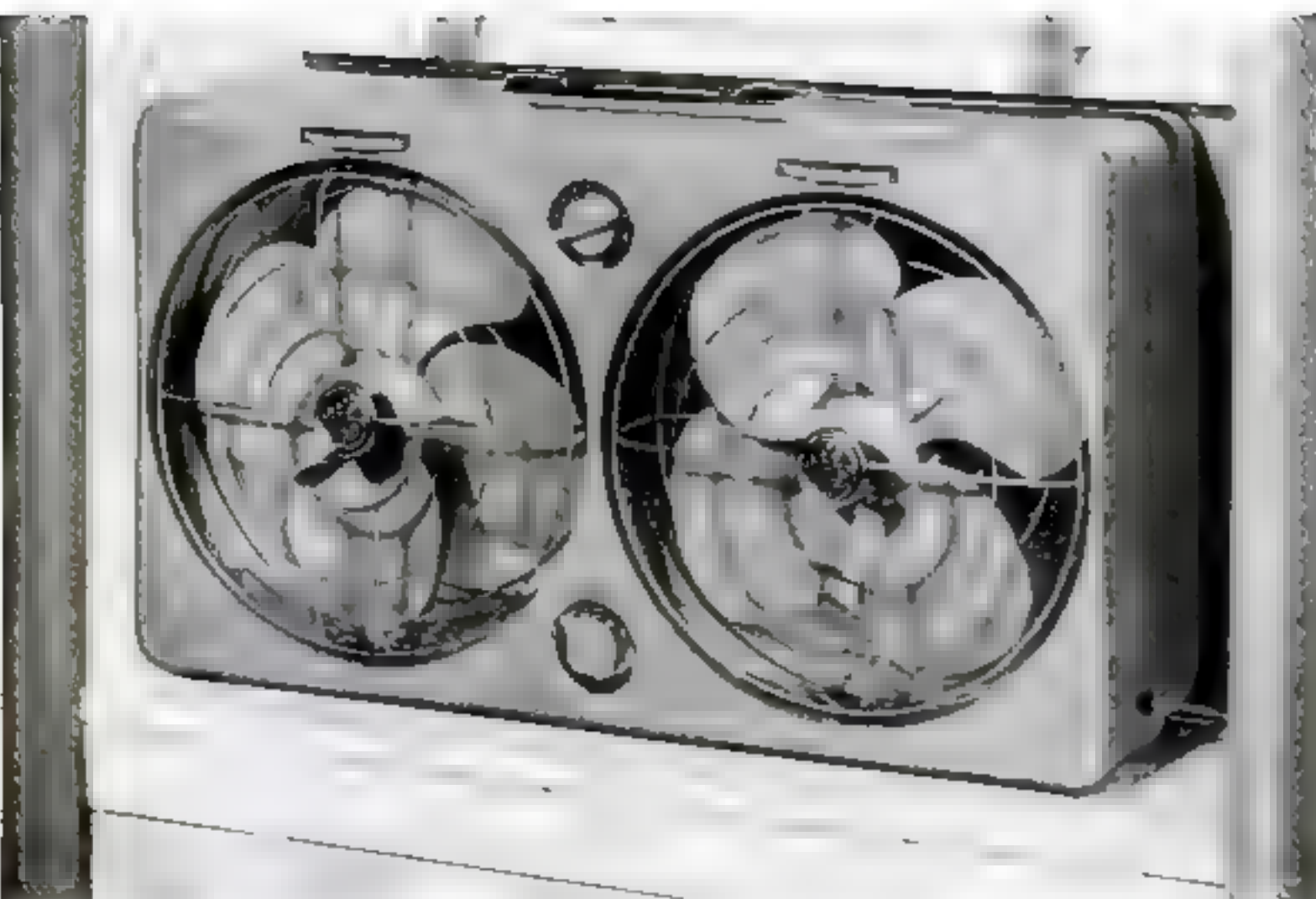
HELP YOURSELF TO SECURITY THROUGH

## *The Travelers*

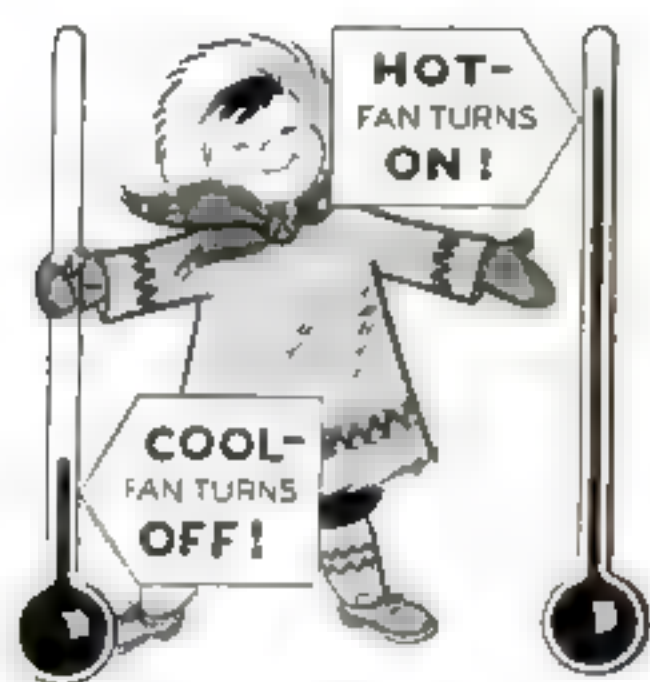
INSURANCE COMPANIES, HARTFORD 15, CONN.

40,000 REPRESENTATIVES TO SERVE YOU COAST TO COAST





## New low-cost room cooling!



### **AUTOMATIC TWIN-FAN VENTILATOR** only \$74.95\*

#### It's automatic!

Set "Fantrol" dial for temperature liked best. Fan turns itself on and off automatically as temperature rises or drops!

#### Cools whole room!

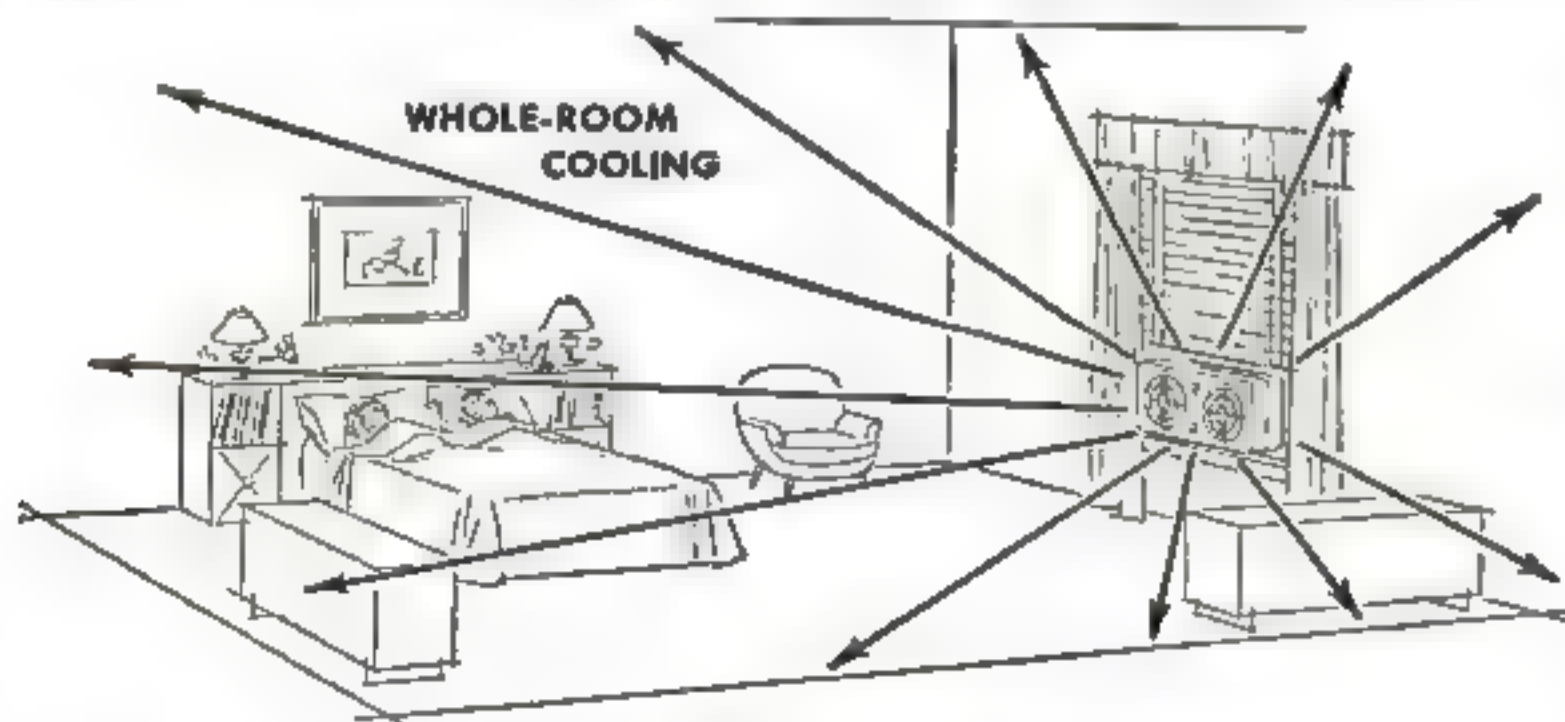
Both fans can be reversed, together or individually. Blow stuffy air out—draw cool air in. Can actually lower the temperature of an entire room! It's the truly low-cost way to keep comfortable. And

remember, no installation fees, either.

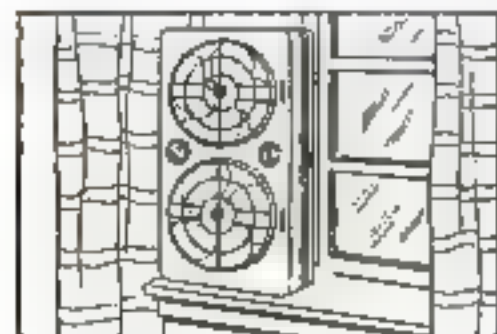
#### Immediate replacement warranty!

Because G-E Fans are so dependable—G. E. actually dares give this full-year warranty. Show your dealer any defect, and he'll give you a new fan—on the spot! G-E Fans as low as \$17.95.

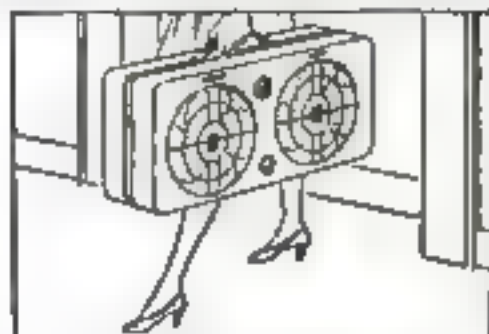
\*Manufacturer's recommended retail or Fair Trade price. General Electric Company, Small Appliance Division, Bridgeport 3, Connecticut.



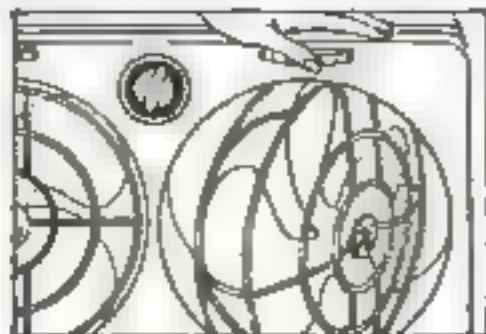
#### THREE BIG ADVANTAGES!



Fits casement windows, too!



Portable on a suitcase!



Both fans reversible!

More people use G-E Fans than any other brand.

# GENERAL ELECTRIC

## LETTERS TO THE EDITORS

### LIFE'S STAMP ALBUM

Sirs:

"Stamp Album Worth \$1,000,000" (LIFE, May 3) is the finest stamp collecting story I have ever seen in a popular magazine . . .

WILBUR F. CANNON

American Philatelic Society  
Davenport, Iowa

Sirs:

You have handled the newly secured permission to reproduce foreign stamps in color magnificently. Our telephones have been ringing all week because people are discovering stamps as reproduced in LIFE. . . It is by far the greatest contribution to stamp collecting.

BERNARD DAVIS

National Philatelic Museum  
Philadelphia, Pa.

Sirs:

Your cover set a new high in number of appearances for a LIFE "cover girl." Queen Victoria appears on stamps of Victoria, South Australia, Ionian Islands, Great Britain, Cambodia, Niger Coast, Nova Scotia, Turks Islands, Bahamas and Zululand. She is no less omnipresent inside, where her portrait appears 82 1/4 times. (The "half" is the New Zealand 1855 one shilling stamp, "bisected" when postmasters ran short of sixpence stamps.)

WILLIAM J. CARSON

Berryton, Kans.

● Queen Victoria has appeared on several thousand British Empire stamps, more appearances than any other personage of any nation in history—E.D.

Sirs:

Several of the ten likenesses of Queen Victoria on the cover are glancing in the direction of Goya's undraped Duchess of Alba, a rather unlikely source of interest for her, one would think. Sweden's Oscar II seems faintly surprised at the sight before his eyes, but Sir Charles Johnson Brooke of Sarawak appears to be suffering no pain. . . Saint Marinus, however, is appropriately horrified.

STEPHEN TERRY

Tucson, Ariz.

Sirs:

I was disappointed only that you failed to include at least one United Nations stamp. The U.N. headquarters is the only place which issues distinctively printed nongovernmental stamps, usable for posting mail anywhere in the world. Since they can be used only for mailing letters from within this area, the volume is relatively small and canceled U.N. stamps should become increasingly valuable.

HENRY S. EVANS

UNESCO  
New York, N.Y.

Sirs:

"High brow philatelists often referred to Roosevelt's collection as 'junk.' But the 'junk' was sold after his death . . . for \$221,000." Sentiment played a much greater part in establishing this total than value. F.D.R.'s desk catalog, worth perhaps 25¢, brought more than \$400. His tweezers brought an equally fantastic sum. Even more important, his collection contained thousands of dollars' worth of rare proofs and similar items from government archives.

But F.D.R. was not alone in raiding post office archives. His distant cousin Theodore was censured a generation earlier for presenting rare post office proofs to his stamp-collecting friends. A generation before that, Postmaster General Wanamaker did the same . . .

HERMAN HERST JR.

Shrub Oak, N.Y.

### MCCARTHY-ARMY HEARINGS

Sirs:

The McCarthy-Army hearings ("Leading Men for Big Show," LIFE, May 3) grow increasingly sickening with each day. Complete lack of moral propriety and ignorance of the simplest laws of evidence are the predominating characteristics displayed by several of the key figures. . . That such a man as McCarthy should make the Republican administration as a whole look so ridiculous, so helpless to solve its own family squabbles, so defenseless to inexcusable slurs and smears, is a monstrous situation. . .

A. M. CARTER

Orillia, Ont., Canada

Sirs:

LIFE must certainly realize how utterly absurd were its views of the opening of the Army-McCarthy hearings. Secretary Stevens' "sensible, measured presentation of his case" has run into long senseless answers when his case was questioned. We are finally hearing and seeing for ourselves what is really happening at the Pentagon. . .

THERESE MORGAN

Houston, Texas

### VOCATIONAL HIGH SCHOOL

Sirs:

"Vocational High School" (LIFE, May 3) was undeviatingly infuriating. . . " . . . Into the balance of the school day are crammed the academic subjects. . . " I hardly believe it requires searching analysis to predict the general intellectual level of the "graduates" of such a bastille of the mind. . .

DAVID G. BETHANY

Chicago, Ill.

Sirs:

. . . Regardless of one's point of view in public education, I am most

CONTINUED ON PAGE 12



ABOVE ARE 13 OF THE 30 STAMPS ISSUED BY THE U.S. SINCE 1951



# ZIP

and it's cut!



Red Cross  
Adhesive Tape

in the new

# Cut-Quick Roll<sup>®</sup>

WHAT a wonderful combination—the world's finest adhesive tape in the world's most convenient package!

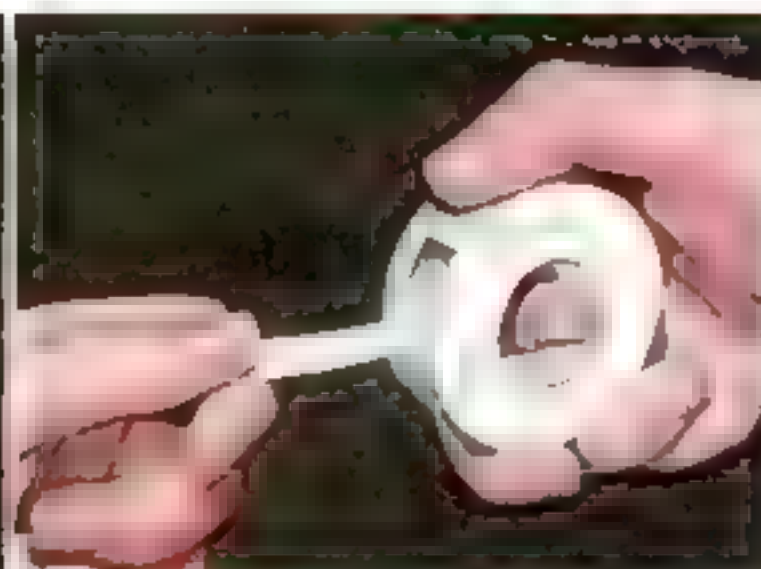
No more scissors. No more twisted tape. No more broken fingernails. *The safety cutter of this sparkling-white plastic roll cuts tape for you—easily and quickly.*

Only 25¢ at your favorite store.

Johnson & Johnson



Cuts tape for you!



1 Pull



2 Close safety cutter



3 Cut

No connection whatever with American National Red Cross.

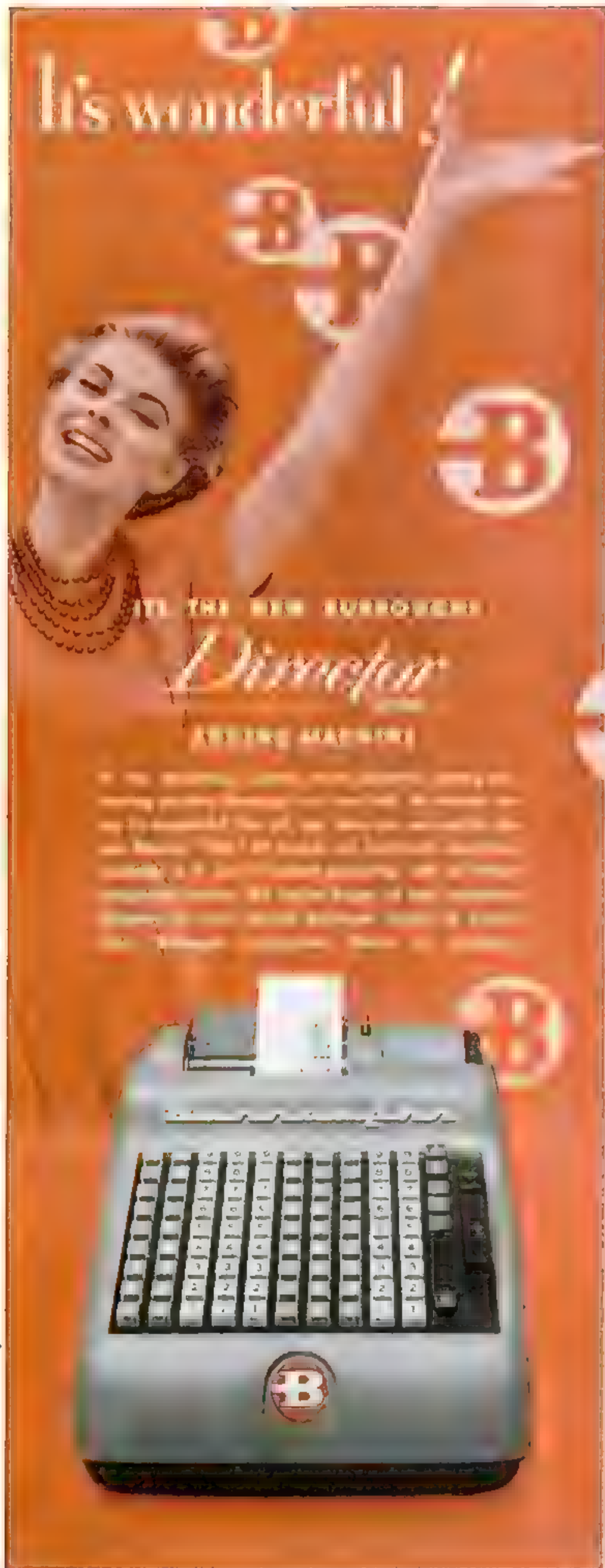


**It's wonderful!**

**WITH THE NEW SUPER-SPEED**

**Linotype**

**PRINTING AND MORE**



The image shows a woman with short, dark, curly hair, wearing a dark top and a necklace. She is looking upwards with a joyful expression. In the foreground, a large, vintage Linotype printer is visible, featuring a keyboard and a carriage. The background is a warm, orange-toned illustration.

## LETTERS TO THE EDITORS

CONTINUED

impressed with the honesty with which you reported on Baltimore's new vocational school. Those of us responsible for directing large city school systems find it refreshing to see you trying to tell an honest story of the educational opportunities for children in America.

N. G. FAWCETT  
Superintendent

Columbus Public Schools  
Columbus, Ohio

### POPPED-OUT KANGAROO

Sirs:

We enjoyed your photograph of the baby kangaroo ("Wide-Eyed and Popped-Out," LIFE, May 3) but were somewhat surprised at your statement that a baby kangaroo "hardly ever bothers to take a look at the sunny world outside." We took this picture (below) at the Catskill Game Farm in June 1950. During the 15 minutes we spent at his enclosure, this baby enjoyed the fresh air and sunshine.

RUDY J. BACHLET

So. Lynnfield, Mass.



A 15-MINUTE POP-OUT

### CHILD LABOR

Sirs:

What's so "shocking" about boys working (speaking of Pictures, LIFE, May 3)? When this nation was established most Americans lived on farms. All members of those families began earning their living at the age of about 8 or even younger. Then came the age of specialization, which drove father, mother and children to the factory. The evil of this was not that children continued to work, but that parents lost control of their children and abuses grew under factory managers. So sentimentalists' managed to make it illegal for children to work and forced them to go to school.

CONTINUED ON PAGE 15

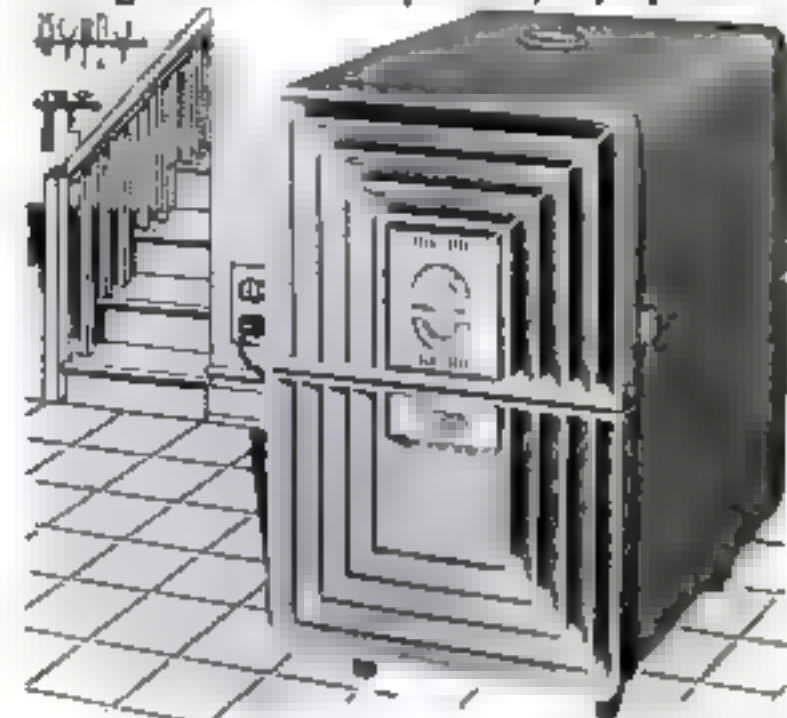
Please address all correspondence concerning LIFE's editorial and advertising contacts to LIFE, 6 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager LIFE, 540 N. Michigan Ave., Chicago 10, Ill. Changes of address require four weeks' notice. When ordering change, please name magazine and furnish address in print from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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## PROTECT YOUR BASEMENT AGAINST MOISTURE DAMAGE

Safeguard Clothes, Tools, Equipment



just **MITCHELL**  
plug in a **electric dehumidifier**

At the flip of a switch you can make damp, clammy, musty rooms dry and livable. Automatically a MITCHELL Dehumidifier dries, filters and circulates the air... wrings out as much as 2 to 3 gallons of water in 24 hours. Provides supplementary heat, too. The exclusive MITCHELL Humidity-Dial tells you when to turn on or off for 100% efficient operation.

WRITE TODAY for the Name of Your Nearest MITCHELL

**MITCHELL** Dealer and a FREE Illustrated Booklet.

Manufacturing Company, Dept. D-1  
2525 N. Clybourn Ave. Chicago 14, Ill.

**FAVORITE FOODS  
SOOR YOUR TUMMY?**

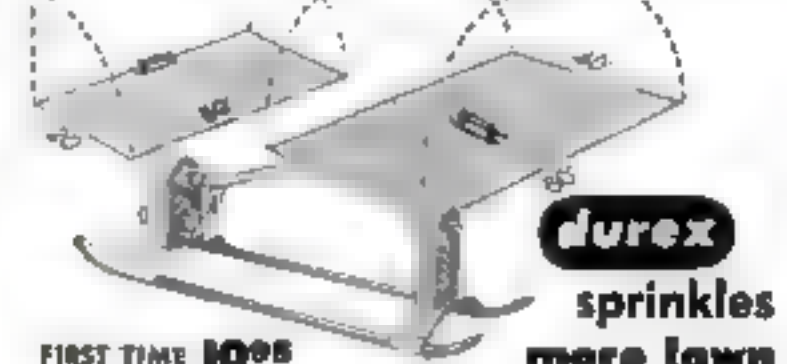
Sweeten it fast with

**TUMS**



GUARANTEED TO CONTAIN NO SODA

10-YEAR GUARANTEE



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When that toddler of yours comes a running, sure you want to pick him up and cuddle him.

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And don't worry about the white on his shoes rubbing off all over everything. Just make sure the folks in your house use Dress Parade Liquid White Shoe Cleaner.

It has an exclusive Anti-Rub-Off formula. That means it stays on shoes longer,

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25¢

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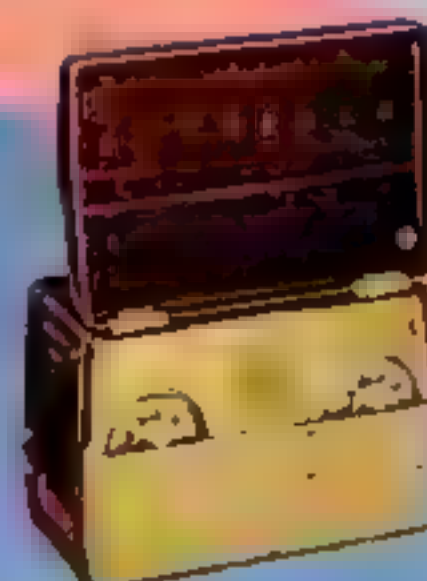
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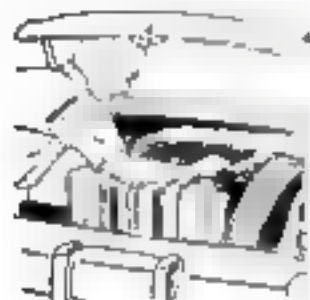
with **Motorola** *Golden Voice Portable* **Radio**

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# Baby Doings at Thayer Square

By  
Joan Thayer



Jonathan Scott Thayer is hardly four months old, but already a good traveler. He moves about now as the kings did of old, taking all the baby housekeeping

equipment with him. The thing to make sure of, however, is that things which fold don't fold at the wrong time. Thayer designers use safety snaps and take no chances.

New, brand new, is this delightful Thayer "Soft S'nap" Crib. Though a full-size, sturdy crib, its side guards "snap together" in just two minutes. Only a pencil required — no tools. It "unsnaps" just as quickly and can, if you wish, be disassembled to take with you to summer places or visits to grandparents. Both sides raise and lower, spring adjusts to four positions and the colored knobs at the headboard spin. In this new crib, exclusive "Snap lock" fixtures (patent pending) give you extra value.

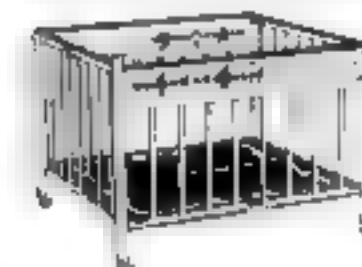


This "Eat'n Play Table" (what a real nice gift) leads four lives. It serves as a family table-height high chair... lowers to a play table and chair set... chair back folds into a table with one motion. And the whole business folds for car travel!

Summer living for baby will include plenty of air, and exclude flying insects with this new prize-winning "Pram Crib," folds and goes into the car. Its mattress is thick, its construction sturdy, and it rolls on rubber tires.



Double, double, less toil, less trouble — in this smart Thayer Play Yard with a double top rail and a folding mechanism you operate with your toe. The catches are fool-proof, though, and the yard has an extra leg under the center of the floor.



P.S. Have you seen my "Primer for Parents"? Dealers have it. Thayer, Inc., Thayer Square, Gardner, Mass.

**Thayer**  
BETTER LIVING FOR BABIES

## LETTERS TO THE EDITORS

CONTINUED

where they wasted their time in frivolous living. . . .

DONALD DAVIDSON

Oak Park, Ill.

Sirs:

I recalled a biting little poem by Sarah Cleghorn (from *Portraits and Protests*, Holt) which appeared during the period of effort to abolish this deplorable practice.

The golf links lie so near the mill  
That almost every day  
The laboring children can look out  
And see the men at play.

JOSEPHINE WILKINS HENDERSON

Altamonte Springs, Fla.

### DUMB DUCKLINGS

Sirs:

As a geneticist, I've pondered for years why a duck crosses a road every time pictures like yours appear ("Dumb Ducklings Dodge Danger," LIFE, May 3). And I've kept a file of these pictures, as for example this one (*below*), taken in San Francisco in 1930. . . .

ARAM SCHEINFELD

New York, N.Y.



CALIFORNIA CROSSING

### FIRE AND ICE

Sirs:

How ironically your fire and ice hydrogen bomb photos ("New 'Ivy' Pictures Show Fire and Ice," LIFE, May 3) fit Robert Frost's poem "Fire and Ice" (*Collected Poems*, Holt).

Some say the world will end in fire,  
Some say in ice.  
From what I've tasted of desire  
I hold with those who favor fire.  
But if it had to perish twice,  
I think I know enough of hate  
To say that for destruction ice  
Is also great  
And would suffice.

SIDNEY PICKER JR.

Hanover, N.H.

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**THE NEW LUXURY LINER**—first real modern styling in bikes—long and low, like a sports car—with such features-of-the-future as Shockmaster coil-spring fork, speedlined Dynaflyte frame, Scotchlite Safety-Glo Emblems, Spectro-beam headlight, stop-light tail light,

electric horn in chrome-plated tank.

**AND THE NEW FLYING FALCON**—combines the soft cushion ride and durability of the balloon-tire bike with the easy-pedaling, 3-speed gear shift and hand caliper brakes of the lightweight.

See these great new models as well as the English-built Royal Master Lightweight at your AMF ROADMASTER Dealer's today, or write AMF Roadmaster, W. 117th St. & Berea Road, Cleveland 7, Ohio.

### THE SENSATIONAL NEW Flying Falcon



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## SPEAKING OF PICTURES

Old bones from spinster's collection form a wishbone web





Delphine Binger has good reason to consider herself lucky. A collector of wishbones, she owns—as far as she can figure—a whopping half million, including the 5,000 strung up on black thread for this picture by Photographer Grey Villet. Miss Binger, a Manhattan spinster who got the bones chiefly from

hotel kitchens, now sells them as good-luck tokens, dressed up in ribbons, scented with perfume and inscribed with sentimental greetings. They are good-luck objects at least for Miss Binger, who is wearing one of them above. Priced from \$2.10 up, the once useless bones now give her a tidy little income.



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of California

presents  
three  
exciting swimsuits  
from the

## Female Animal collection



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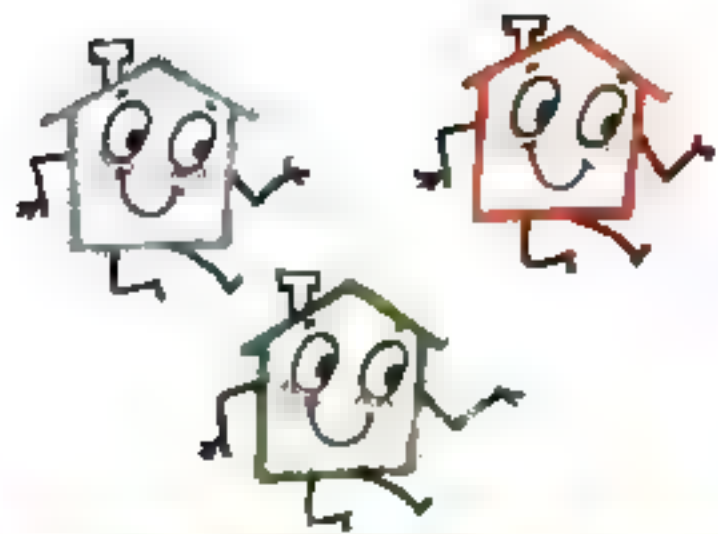


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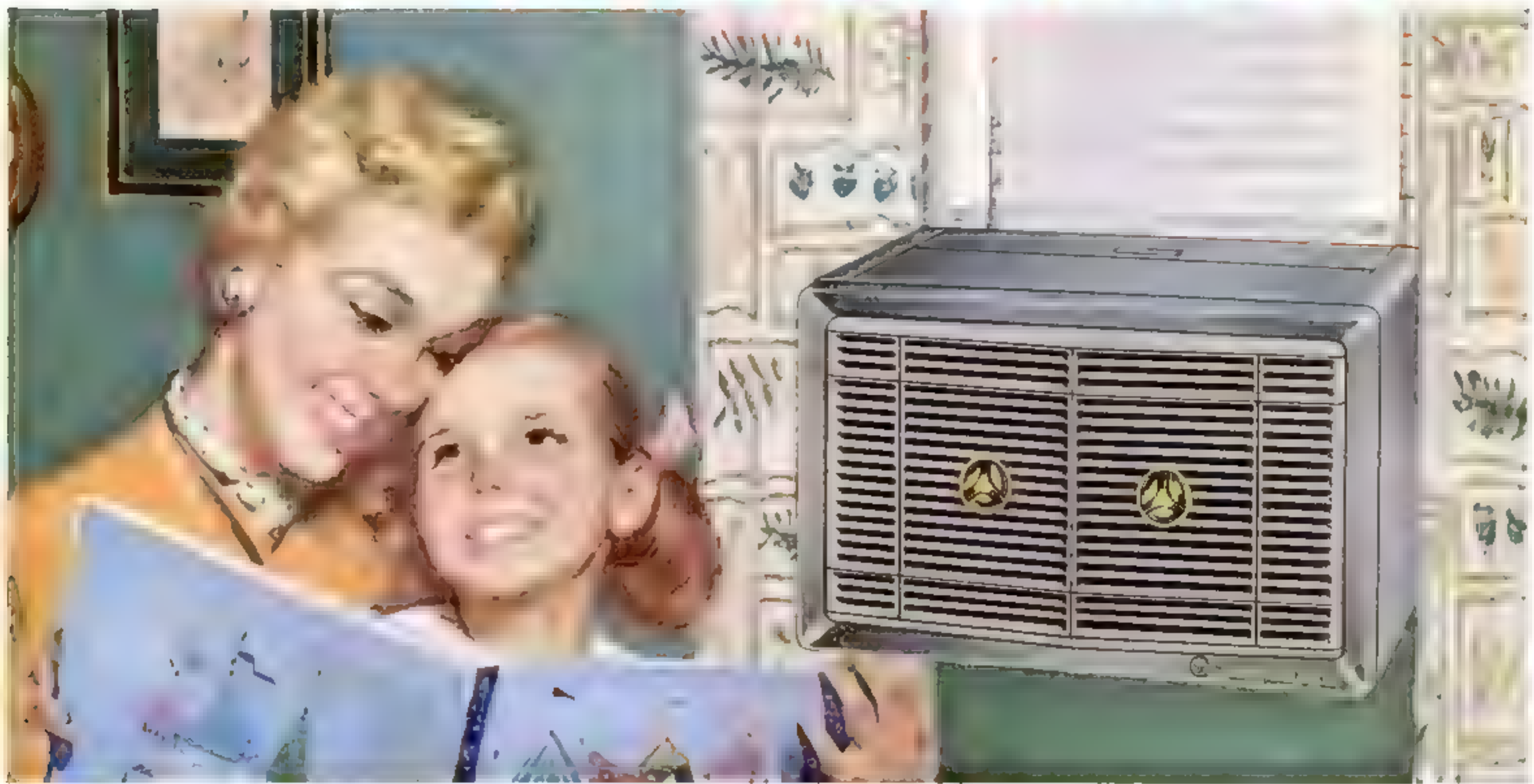
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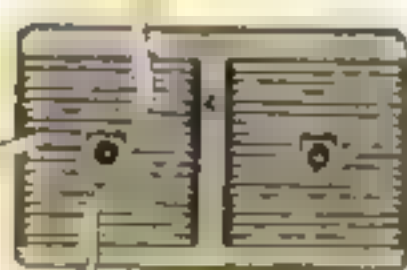
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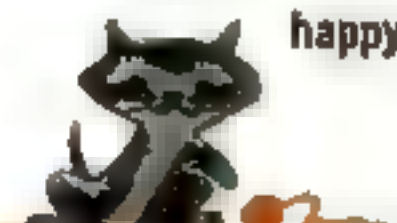
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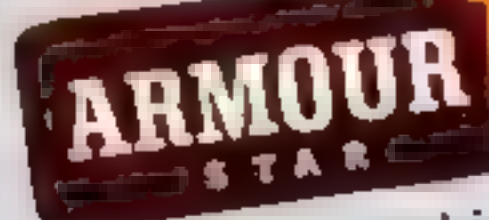


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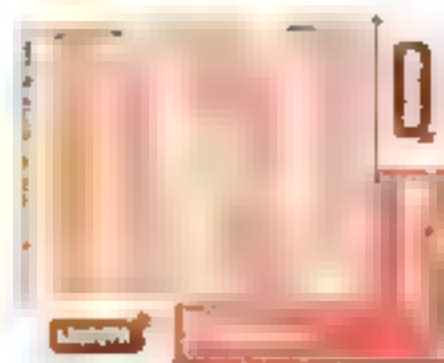
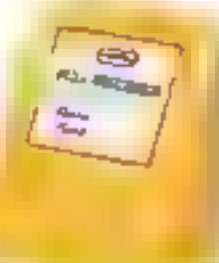
Just look at these plump, juicy Armour Star Franks! They're chock-full of protein-rich beef and full-flavored pork... so nutritious... so packed with energy! They're made fresh in nearby kitchens, from U. S. Government-inspected beef and pork. For an extra-delicious "picnic" supper, indoors or out, serve a tray full of Armour Star Franks—Coney Island style. Just slip an Armour Star Frank in a bakery-fresh bun and add plenty of crisp, chopped onion and Armour Star Chili without beans. Good? You're ready for "seconds" before you've had your second bite! Best franks there are, they're Armour Star!



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WEEK'S MAGICIANS DISPLAY A FLOATING DINNER, A FACEFUL OF MONARCHS, A MOTORLESS COPTER

# THAT OLD BLACK AND WHITE AND 4-COLOR MAGIC

Normally there aren't many editorial results from official weeks—this, for example, is National Luggage and Leather Goods Week, National Let's Go Fishing Week and National Foot Health Week, and LIFE has little to show for it except perhaps our stay-on shoes and stay-up stockings on pages 117, 118. But if we had to name it we'd pick National Magic Week, based on some items which for various reasons have thrust their way into the news, to wit:

The colorful parlor trick above (also on page 58), although produced at such a serious-minded institution as the Northrop guided-missile laboratory, could only have been the brainchild of a frustrated Thurston or Blackstone. Or Houdini! The name of that famous getaway artist comes to mind first as we try to characterize the escape which 53 passengers owe to Pilot Cameron Walker (pp. 51-56).

More in the line of really *magical* magic than mechanical sleight of hand is the lifework of Miss Delphine Binger, warmhearted sorceress of the Speaking of Pictures (pp. 16, 17). Her wish-come-true symbols took Photographer Grey Villet and two assistants 12 hours to juggle into shooting position. Equally magical is the monarch butterfly man (above and on pp. 61, 62) whose real occupation (tax supervisor) is the antithesis of witchcraft—or should be. And the two wizards who invented an improbable thing called X-RAC (pp. 109-114) and another called Gyro-glider (above and on pp. 153, 154) were also far less mystifying in intent than in achievement. But one clever performer, a vacation photographer named Morris Hartig, didn't recognize his own daughter because he was the victim of a fine magic trick (p. 164) played on him by his own memory.

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# An important message to everyone who takes aspirin

*for the relief of headaches, discomfort of colds, muscular aches and pains.*



# BUFFERIN<sup>®</sup> acts twice as fast as aspirin!

*Won't upset your stomach*

Check these facts with your physician:

**BUFFERIN** combines aspirin with two effective antacid ingredients. These ingredients accomplish two very important things:

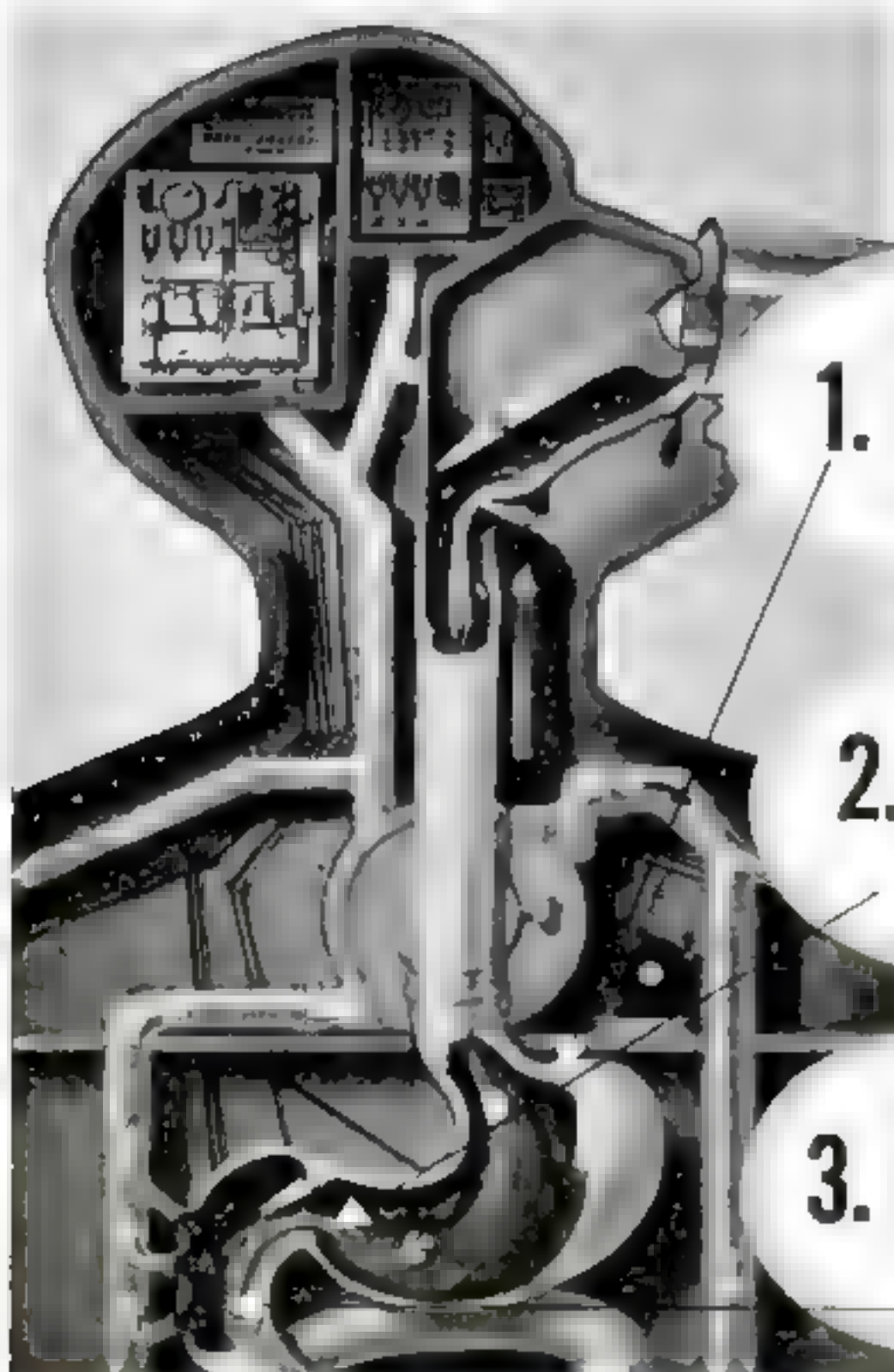
1. They cause the pain reliever in Bufferin to get into the blood stream, to relieve your pain, *twice as fast* as aspirin.
2. These same ingredients *protect* your stomach from any aspirin irritation, so you do not suffer the upset stomach which aspirin may cause.

**NOTE:**

**BUFFERIN** was first made available to the public and to the medical and dental professions in October, 1948. Since then, **EACH YEAR, MORE AND MORE PEOPLE**, by the hundreds of thousands, have been changing to **BUFFERIN** for fast relief of pain without stomach upset.

**Most people take two Bufferin tablets as the usual dose.**

**P.S. If you suffer pain of arthritis or rheumatism, ask your physician about BUFFERIN.**



**1.** Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

**2.** Bufferin opens the trap door of the stomach, gets the pain-relieving ingredient into the blood stream twice as fast as aspirin.

**3.** So Bufferin acts twice as fast as aspirin to relieve pain. Take two Bufferin tablets the next time pain strikes and get fast relief!

**TAKING COLD?  
TAKE BUFFERIN!**

Acts twice as fast as aspirin to relieve cold miseries.



A PRODUCT OF BRISTOL MYERS





IN NEW ORLEANS, CAMPAIGNING AGAINST SENATOR ALLEN ELLENDER, DEMOCRAT FRANK ELLIS GREET'S ONE-YEAR-OLD JIM BAUGH AS MRS. BAUGH BEAMS

## OFFICEHOLDERS ARE TIED DOWN TO THEIR OFFICES SO OFFICE SEEKERS ARE EARLY BIRDS

November was still five months off and most of the senators, representatives and governors who would run this year were still toiling rather unhappily at their jobs in Washington or the state capitals. They knew that the political weather was growing warmer back home and that their early-bird opponents were out to get the voter. Already platforms were being draped with hunting and first names were being remembered and hands were beginning to ache from repeated shaking. To the clinking of coffee cups and the scraping of chairs, speakers were avowing that they were happy to be in this fine town again and that reminded them of a funny story. And inevitably things had got to the baby-bussing stage (above).

Although many races would be decided on the basis of local issues or personalities, several national problems were sure to dominate the 1954 campaign and the candidates were taking serious note of them. The most important of these were the "recession," Communists in government, the Eisenhower foreign policy and the record of Congress. As of last week the Democrats were surprisingly hopeful and the Republicans were "running scared." Most primaries were still months ahead and the real fussing would come when Congress adjourned. But in the chirpings of the early birds could be heard hints of a thundering campaign to decide 1954's biggest political question: which party would control the next Congress.





**CALIFORNIA** In a preponderantly Democratic district James Roosevelt is making a strong fight to succeed Congressman Sam Yorty, who is running for U.S. senator. Although

the National Committee has withheld endorsement because of his divorce wrangle (LIFE, Feb. 15), political experts agree that his famous name will probably win him the June 8 primary and the election.



**MICHIGAN** Democrat Blair Moody, who has served two years (1950-52) as an appointed U.S. senator, has already embarked on an energetic campaign against incumbent Republican



**NEW MEXICO** Unopposed as Republican nominee for senator, Governor Ed Mechem will not begin out and out campaigning against Democratic incumbent Clinton Anderson for a few months. But Mechem happily takes part in events like dedicating an airport (above). His chances are about even.



**OKLAHOMA** In a state where governors cannot succeed themselves, a leading candidate is Wilhe Murray, the wife of the present Democratic governor (portrait) and daughter-in-law of famous former Governor Alfalfa Bill Murray (left). Running in a field of 16, Wilhe is given a fair chance to win.



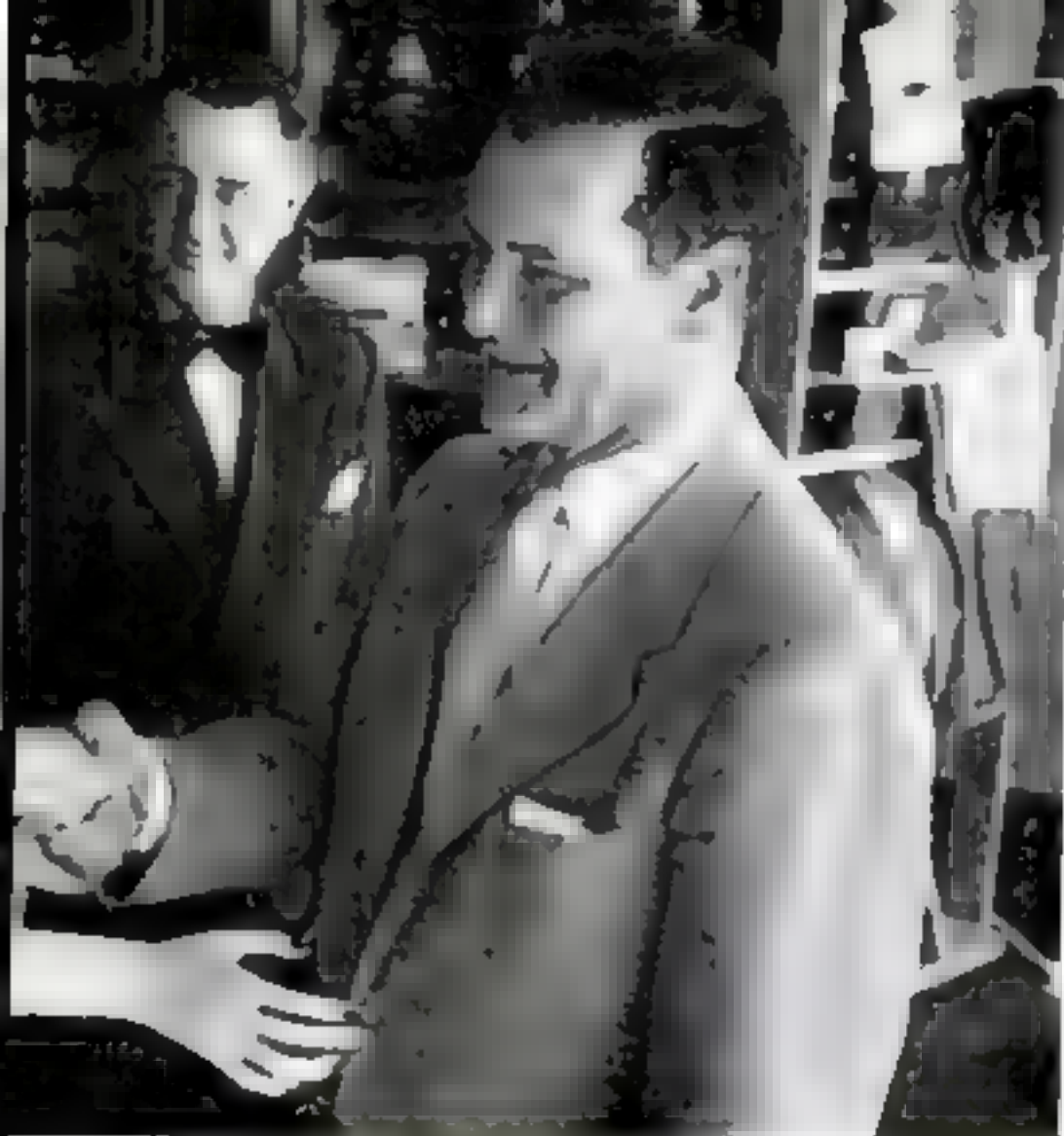
**ILLINOIS** Joseph Meek (above, center) addresses many business lunches. As paid president of the Illinois Federation of Retail Associations he has a wide acquaintanceship among

businessmen which helped him win the Republican primary. He will have to work hard to unseat Democratic Senator Paul Douglas, who has placed a big campaign bet on a continuing economic downturn.



**KENTUCKY** Coming out of retirement to run against Republican Senator John Sherman Cooper, former Vice President Alben Barkley, 76, has been traveling all over the state making





Homer Ferguson. In Grayling (above) he greets Mrs. Fern Johnson as she makes up a mannequin. Moody has the enthusiastic backing of Governor "Soapy" Williams, but Ferguson is a strong favorite to win.



**NEW YORK** Representative Franklin Roosevelt Jr., 40, is spoiling to take on one of the most formidable figures in New York political history: Governor Thomas E. Dewey, almost

sure to run for reelection. Already making speeches and talking to voters (above), young FDR thinks he can beat Dewey on such issues as the recent racing scandals. Most political experts think he can't.



**COLORADO** Republican opposition has not materialized to date so the successor to retiring Senator Edwin Johnson may be one of the Democrats above: John Carroll (left) or Denver Mayor Quigg Newton. They are already meeting in debates for the primary which Newton is favored to win.



**OREGON** A prolific writer on the Northwest, Democratic Senatorial Candidate Richard L. Neuberger has made a big issue of Administration power policies in his race with Republican incumbent Guy Cordon. Above: Neuberger makes a recording in a hotel room. He has less than a 50-50 chance to win.



"nonpolitical" speeches like the graduation address (above) in Fulham. Cooper is admittedly high-minded and able but must find a way to capitalize on these qualities against the politically vigorous Veep.



**ARKANSAS** Former Democratic Governor Sid McMath, here playing up to the farm vote, hopes to unseat Senator John McClellan in the July primary. A showy campaigner, McMath

has attacked what he says is McClellan's predilection for voting Republican. But McClellan has recouped lost ground sitting in Washington and taking part in the televised Army McCarthy hearings.





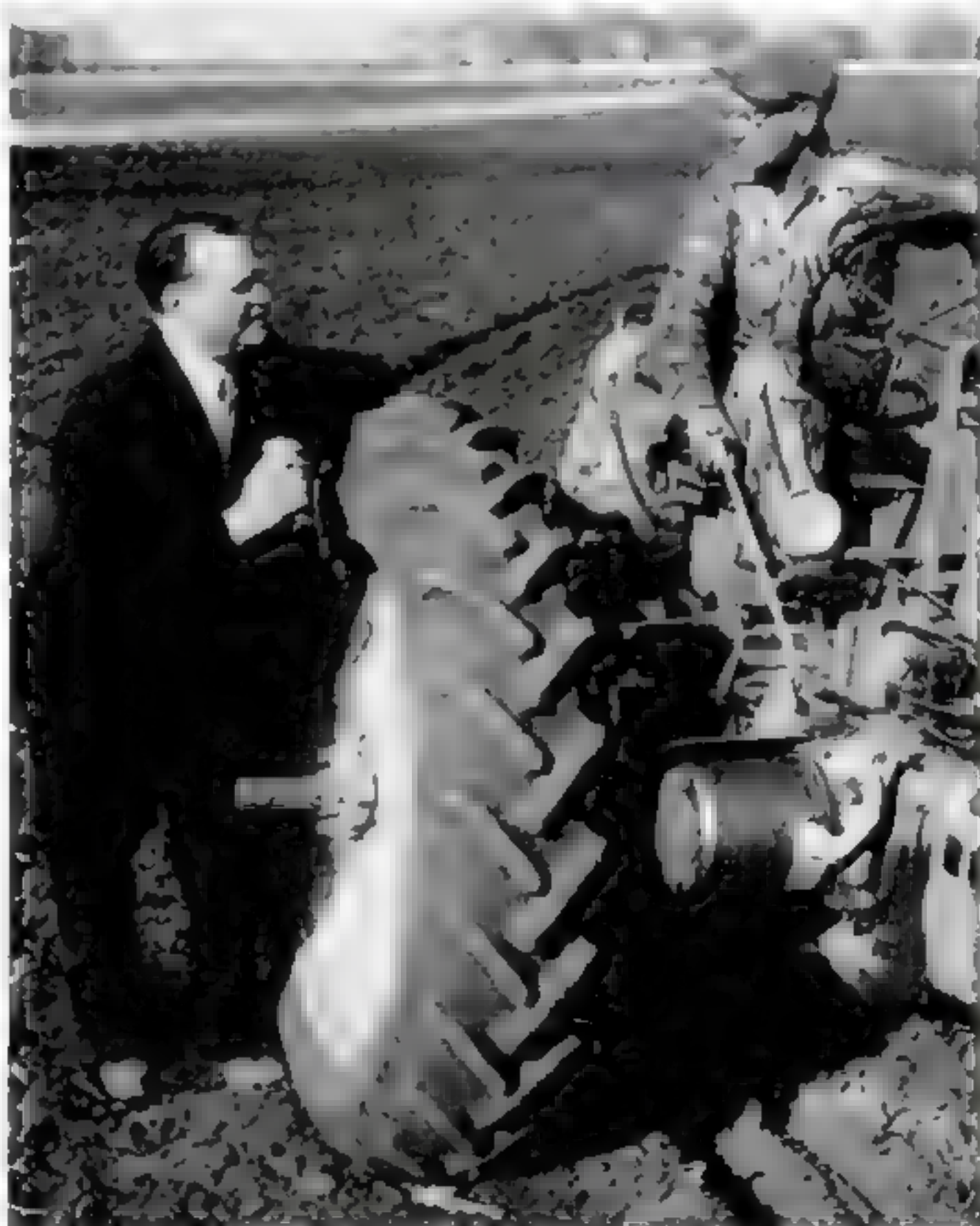
**TEXAS** Dudley Dougherty, rich oilman, figures that, since Senator Lyndon Johnson won his 1948 primary by only 87 votes and is certain to have made enemies since, Dougherty can't lose. He seeks Johnson enemies everywhere (*above*). But Johnson, the Democrats' Senate leader, is heavily favored.



**MISSISSIPPI** Handsome Carroll Gartin, who makes the rounds at an auction (*above*), is campaigning furiously for the Senate seat now held by Democrat James Eastland. The hottest thing in state politics, he has Eastland worried and has a good chance of beating him in the August primary.



**IOWA** Republican Congressman Thomas Martin started his race against Democratic incumbent Senator Guy Gillette in 1952. Since then he has traveled 33,000 miles in the state and almost every week he flies from Washington to make his rounds (*above*). But private polls show him behind Gillette.



**MINNESOTA** Kristjan Valdmarr Bjornson not only has a good name for Minnesota politics but has most of the Republican party behind him in his race for the U.S. Senate. Working hard for the farm vote (*above*), he faces a stiff fight against quick-witted incumbent Hubert Humphrey.





**NORTH CAROLINA** Scurrying from stores to cafeterias to filling stations in countless small towns, a hardy North Carolinian greets voters by saying, "This is Kerr Scott. I'm a candidate for U.S. senator. I want you to help me." A popular governor from 1919 through 1952, Scott

is campaigning on his road-building record and his friendship to farmers. Above: he munches a sandwich in Greensboro. He steadily ignores the attacks of his opponent, incumbent Senator Alton Lennon who was appointed in 1953 when Willis Smith died, and is heavily favored to win the May 29 Democratic primary.



## ALONG WITH THE NEW VACCINE, GAMMA GLOBULIN IS STILL IN THE FIGHT—ON A DIFFERENT BASIS

During the last few weeks, under the sponsorship of the National Foundation for Infantile Paralysis, the famed Salk polio vaccine (see "Tracking the Killer," by Robert Coughlan, *LIFE*, Feb. 22) has been given to several hundred thousand children in a huge "field trial," the biggest controlled medical experiment ever attempted. Although the results won't be fully known until this winter, the trial so far has gone more smoothly than anyone had a right to expect. Most of the children have been very brave, buoyed up, we're informed, by the idea that they are taking part in a big scientific experiment just as in the comic books. The only ill effects have been a few faintings and lost lunches from the tension and excitement, and a few cases of allergic reaction from the penicillin included in the vaccine. So far, so good.

About three weeks from now the last shots will be given; in the South the program is nearing the end. The reason for stopping the program is the advent of the annual polio "season," when for reasons unknown the danger of infection is worst. To prevent this seasonal factor from clouding the results of the test, the substance that holds such promise for ending polio must ironically be put aside just at the time when people most need protection.

Then what about the children who haven't been vaccinated—is there any way to protect them? Specifically, what about gamma globulin, "GG," the antipolio material that was making so much news last summer and the summer before?

### Confusion of tongues

When GG was in the news last February, the news looked bad indeed. The U.S. Public Health Service had appointed an expert committee to evaluate the results of GG inoculations during the summer of 1953. This committee's report was widely interpreted by the press as meaning that GG had turned out to have little or no practical value in preventing or lessening the severity of polio. Yet Basil O'Connor, head of the National Foundation for Infantile Paralysis, declared that nothing in the report affected GG's usefulness under the right conditions and announced that the National Foundation was going to provide GG for use again this summer, in fact would triple the amount. To the layman this expert disagreement was perplexing, to say the least. Is GG any good, or isn't it? If there is an answer, now is the time parents would like to know.

The answer requires being clear on the difference between GG and the new Salk vaccine now receiving its mass tests. The vaccine is made of dead polio virus; it causes the blood of the vaccinated child to produce

its own polio antibodies; this protection is expected to last for many months or for years. GG, on the other hand, is a fraction of human blood. Most adults have had symptomless "silent" attacks of polio that were defeated. Thus if enough blood from adults is pooled, it is sure to contain antibodies against polio; and these borrowed antibodies, the victorious veterans of old wars, are concentrated in GG. To the person who borrows them they afford at best only a few weeks' protection.

In 1951 and 1952, GG was tested in carefully controlled mass experiments, smaller but similar to the current vaccine trial. Results showed that if GG were given before a person was exposed to the virus, his chances of getting the disease would be reduced by 80% for about five weeks—not much protection but better than nothing. In 1953, GG was released for general use in different ways—one way entirely different from the method of 1951 and 1952. Behind the change of method lay a wrong but plausible scientific hunch which sprang from the worthy hope of using GG so as to do the greatest good for the greatest number.

### The hunch that failed

GG was scarce and always will be: it takes a pint of human blood to produce the average dose. For 1953 there were only about one million doses available. Even if the supply were concentrated in epidemic areas, several hundred or even several thousand doses would have to be given for every paralytic case prevented—on the face of things, a terribly wasteful use of expensive material.

Several leading epidemiologists believed they saw a way to reduce this waste by "aiming the shotgun." There was evidence that when one member of a family came down with paralytic polio, the chances were about one in 20 that someone else in the family would get it too. These odds are much greater than those encountered by the general population even in a severe epidemic, when the chances are about one in 200 at most and more likely about one in 2,000. According to the field trial evidence, very few of these subsequent "family contact" cases could actually be prevented by GG. But there had been "suggestive" evidence that it might modify the attacks, greatly reducing the chances of paralysis or death. If that were true, it would pay to "aim the shotgun" at these people.

To a committee appointed by the National Research Council the hunch seemed worth playing. Deciding on the 1953 distribution (despite the opposition of the National Foundation, which supplied most of the GG), it was recommended that 57% of the supply be

allocated for family contacts; the rest for mass inoculations in epidemics and for emergency reserves. But when the U.S. Public Health Service Committee reported on the results, it appeared that the family contact method had failed.

The full implications of the '53 experience are still in some dispute, but it has led at least to a complete revision of the GG program for this summer. Its use will be limited to "groups larger than a family unit," such as a neighborhood, a housing project, a school, a camp, or a community. State health officers will be responsible for deciding when and to whom the material will be given. Unlike last year it has been sent to them to have on hand and they can use it at their own discretion, which, it is hoped, may have the effect of nipping many epidemics in the bud. The state health officers are also responsible for using GG in such a way that it will not affect the validity of the vaccine trial.

### What good will it do?

What can be expected of GG inoculations used in this type of group method? If the family contact method gives no protection, it follows that people close to incipient victims may be simultaneously infected, thus will get little or no protection from a GG shot. Such would be the expectation with, for instance, tentmates at a summer camp, or among children who were close, rough-and-tumble playmates. Yet nothing has upset the 1951-52 evidence that GG can give a high degree of temporary protection if given *before* infection with the polio virus has begun. The thinking behind the new plan is that it should be useful, if not for tentmates, then for the majority of children at a camp, and if not for intimate playmates, then at any rate for most of the children on a block or in a community.

Since there is no way to tell who is or will be infected, a great deal of scarce GG is going to be wasted. One doctor has figured it takes 720 inoculations to prevent one case—somewhere around \$7,000 worth of GG. The National Foundation is prepared to spend up to \$19 million this year on the GG program. A good many public health authorities feel that the money could be put to better use in other fields of preventive medicine.

Answering that criticism in its own terms, the lifetime medical care of a severely paralyzed child costs about \$40,000. But our guess is that nobody who has contributed to the National Foundation is going to be much interested in the dollars and cents involved in the GG program. The death or lifelong crippling of a child is not a bookkeeping item. Even if only a few children can be saved, the money will be well spent.



PICTURE OF THE WEEK



## GANDER DANDER

The tame Canada geese of Stanley park in Vancouver, B.C. turn formidable and unfriendly at nesting time. Inspecting them last week on his horse Trouper, Constable Cliff Cooper came

up to a gander patrolling a stump. With vicious hisses and powerful wings, the gander drove Cooper and Trouper away as the reason for his fierceness looked on from her stump-top nest.



# GAR WOOD BUILDS A BOAT...



**MODEL HULLS** are used by Wood to explain his theory of splitting the conventionally designed hull.



**FULL-SIZE HULLS** in twin-hull *Venturi* are joined by deck to form long tunnel. This is a bow view.



**THE WHOLE BOAT** was kept at dock of Wood's 122-acre estate on Fisher Island, south of Miami.



**THE COMPONENTS OF THE "VENTURI"**—ITS HULLS AND WRECKAGE-LITTERED DECK—SLOWLY SETTLE

# ... BUT AS A STORM STRIKES

During World War II Gar Wood, the former powerboat racing champion, built one of the strangest craft ever seen on the seven seas. Instead of having a conventional hull the 188-foot vessel had two. To some people it looked more like a floating drydock or a seagoing tunnel than a seaworthy ship. The craft, built for the Air Force and christened *Venturi*, was to be a radio-controlled bombing target. But with war's end the Air Force, which spent \$350,000 on it, sold it to Wood as surplus for \$25,000.

To Wood, the *Venturi* was a real dreamboat. The twin hulls, he said, would knife through the seas much more cleanly than any conventional hull. The tunnel-like area formed by the twin hulls and connecting deck created an air chamber, and when the ship opened up, air flowing through would lift it lightly up on the sea. In speed tests going 20 knots the *Venturi* actually drew only six inches of water at the bow, two and a half feet at the stern. Wood said the boat could move through rough seas





IN QUIETED SEA. PORT HULL IS ALREADY UNDER. STARBOARD HULL (LEFT, ABOVE) HAS CRACKED IN TWO

## THE 'UNSINKABLE' SINKS

without pitching, declared that *Queen Mary*-size *Venturis* would be more practical, economical and comfortable than old-fashioned single-hull jobs. But his biggest claim was that the *Venturi* could not capsize and would not sink even if each of the twin hulls were half filled with water.

Last week Wood and a party of eight on the *Venturi*, built of wartime plywood and oak, were returning to Miami from the Bahamas. Planing along at 23 knots 85 miles off Florida

they ran into a sudden storm. Huge seas pounded the left hull, ripped off a 30-foot section of its bow. The unsinkable ship started to go down. When the deck, normally 22 feet above water, stood only five feet out, Wood abandoned the *Venturi*. Picked up from a lifeboat by a Coast Guard helicopter, his faith in his broken ship was still intact. "It was a case of too much speed in too heavy seas," he explained. "Steel hulls," he added, "would have withstood the strain and vindicated the *Venturi*."

SAFE ASHORE GAR WOOD DISEMBARKS FROM COAST GUARD HELICOPTER →



IN SUNSET LAST PIECES OF "VENTURI" GO DOWN



CREWMEN WAVE AT RESCUERS FROM LIFEBOAT







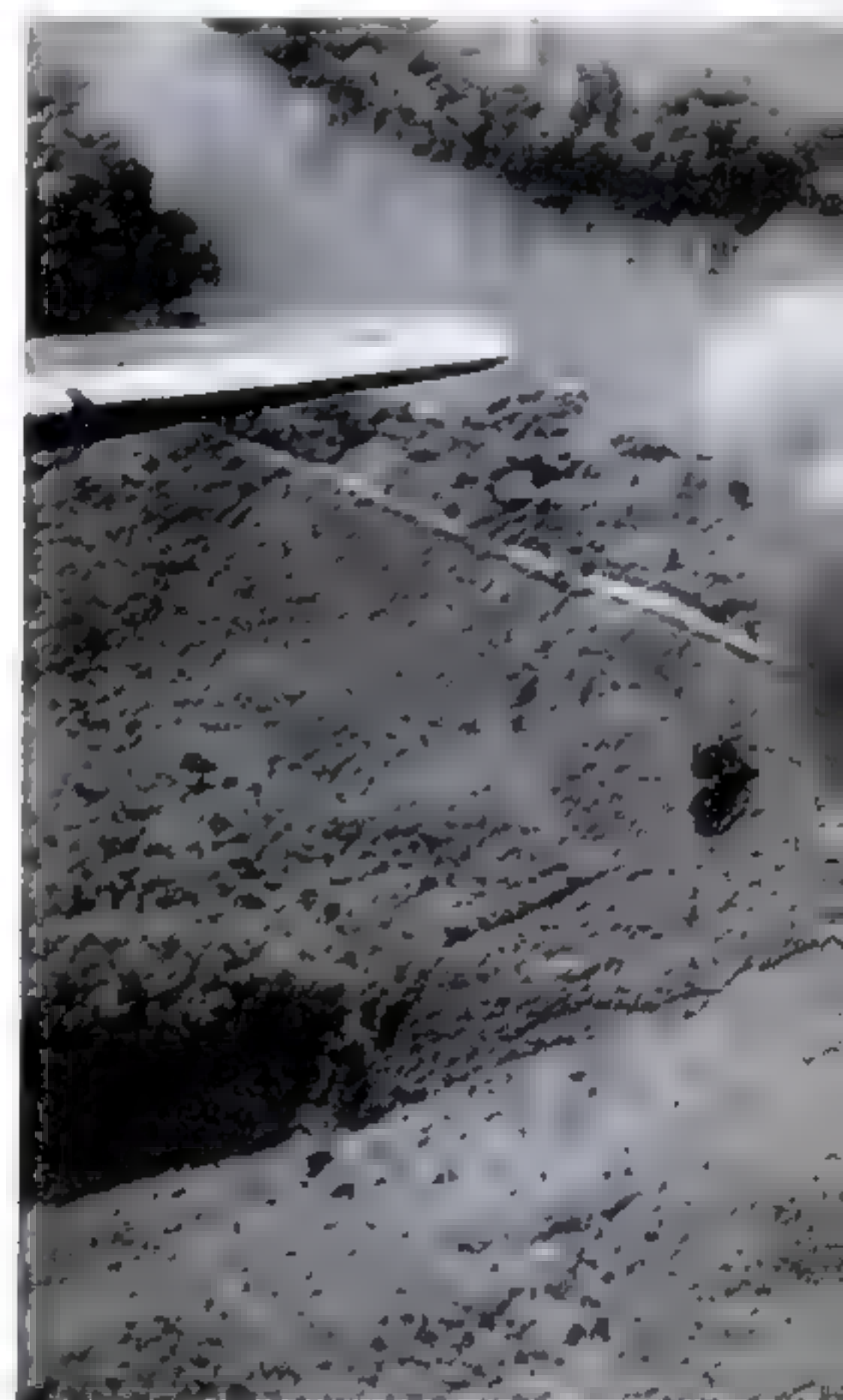
**EARTHQUAKE AT THE BAR**—his beard shaved off—drinks with a French officer (right) in Hanoi's La Marseillaise restaurant just before his death. He

ate his way through 10-course Chinese dinners and could barely squeeze into a pilot's seat. But he had a gentle touch on the controls, ranked as a first-class flyer



**ON HIS LAST FLIGHT** Earthquake's plane was hit. Spitting oil on windshield of a companion ship

from which these pictures were taken, plane began to sink. Black puff of flak is at upper left.



**THE PLANE CRASHES** into a hillside. A second anti-aircraft hit had destroyed the rudder control.



# THE END FOR EARTHQUAKE

In Indochina a prodigious American pilot dies helping the French



McGOVERN

After the tragic epic of Dienbienphu there were angry hoots on French boulevards (*next page*), conferences in Paris and Washington and new perils arising in Geneva. But for the many friends of a huge and legendary figure known from Shanghai to Singapore as "Earthquake McGoon," nothing that

Dienbienphu had brought about seemed as disastrous as the news—unbelievable but true—that Earthquake was dead.

He shouldn't have been. A Rabelaisian man whose 250 pounds and prodigious black beard had earned him the nickname of one of Al Capp's cartoon characters, Captain James B. McGovern had had the invisible wings of luck. He had come out to China, a jovial youngster from Elizabeth, N.J., to serve as a fighter pilot for Major General Claire Chennault's 14th Air Force. He had rolled up a score of four Japanese kills and five probables. Afterward he had stayed on in China to fly for Chennault's CAT airline.

When he crash-landed a plane in Red territory and was released after six months in custody his comrades joked that the Reds

let him go because they couldn't afford to feed him. At the Palace Bar in Shanghai in the old days, at the Hong Kong bar run by his even fatter friend E. F. Gingle (*right*), and at Haiphong's La Marseillaise only the other day, he always stood ready to take on all comers with knife, fork and jigger glass. Along the China coast they sang,



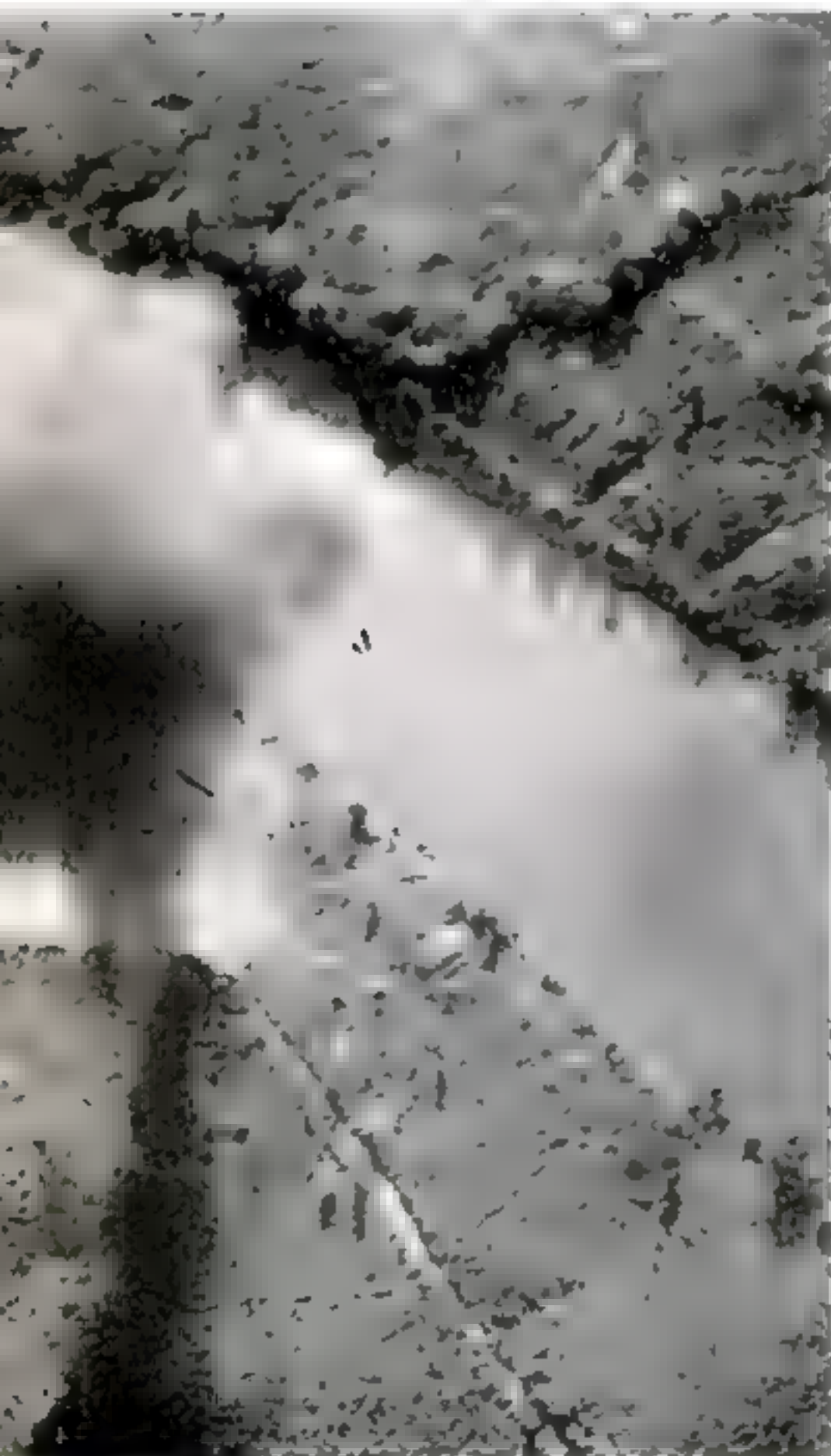
CAPP McGOON

His 300 pounds shake the earth when he walks,  
Yet he soars with the grace of a loon;  
The legend makes claim that this beast from the East  
Is known as Earthquake McGoon.

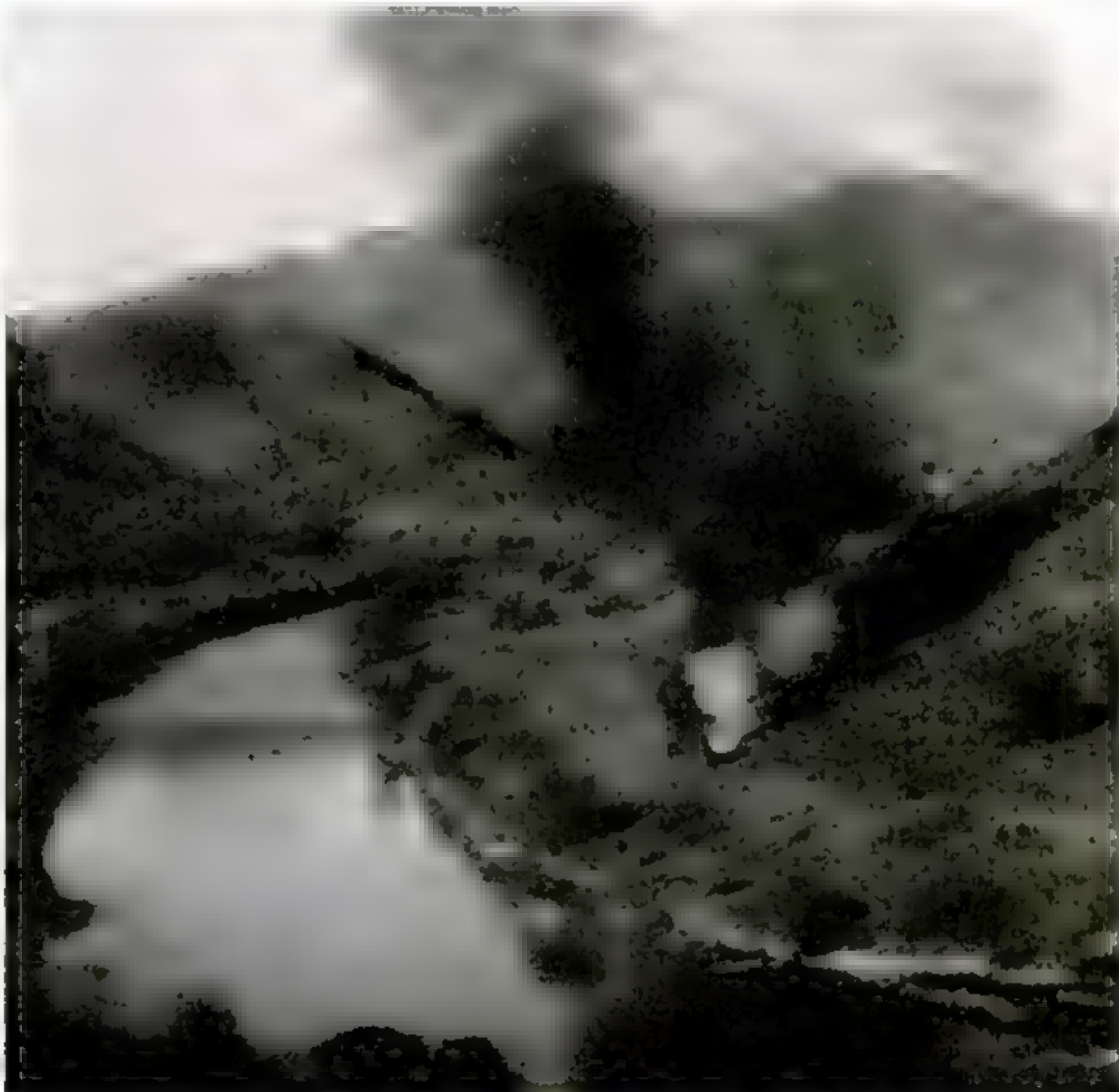
He was one of the 24 CAT pilots who flew in most of Dienbienphu's supplies. The pay (about \$3,000 a month) was good and he light-heartedly agreed with his chums who declared, "When you are invited to a war, you expect to get shot at." He was: he flew home on his trim tabs once. On the day before the battle ended, his plane was hit twice. McGoon called into his radio, "Looks like this is it, son," just before he smashed into a hillside.



**MOURNER** for a good friend, Hong Kong Restaurant Owner Gingle leaves services for McGovern.



Earthquake, who had walked away from a river landing five years ago, tried to reach the Nam Ma below.



**MISSION IS OVER** as the smoke rises higher. Pilot Steve Kusak in a companion plane had pointed

out the river valley when Earthquake called, "Steve, tell me which way the mountains are lowest."





**ADVERTISED APPEARANCE** is made at Arc de Triomphe by De Gaulle to salute France's war dead.

## DE GAULLE STIRS UP FRUSTRATED FRENCH

The frustrations of the French over their defeat at Dienbienphu and their low prestige as a world power were reflected in a briefly violent mob scene in Paris. General Charles de Gaulle notified police that he would "appear alone" at the Arc de Triomphe to salute the Tomb of the Unknown Soldier. He came alone—but 15,000 of his followers were there. After being greeted by the general and urged to restore France's grandeur, his supporters surged down the Champs Elysées shouting, "Long live De Gaulle! Hang Laniel!" A solid wall of helmeted police stopped them cold, leaving the riled-up mob to harangue onlookers and pick fights with smaller clusters of cops.

There were other signs of shock too. Fearing anti-Communist riots, the French cabinet banned the opening of the Russian ballet in Paris. In Nice a bomb exploded in Red headquarters and in Bourges an ex-officer stabbed a taxi driver during an argument over Indochina. In Geneva, where they are trying to negotiate a cease-fire for Indochina, French delegates felt their chances ebbing. They worried that U.S. Secretary of State Dulles was ready to write off Indochina. They feared that the shaky Laniel government, which had barely squeaked through a vote of confidence, was about to fall. But even after these setbacks, when the cocky Vietminh demanded withdrawal of all foreign troops from Indochina and unsupervised Communist-style elections, the French rejected it as too steep a price for peace.



**FRENZIED FOLLOWERS** of De Gaulle led by a benighted ex-paratrooper start off on a riotous

demonstration after general departs, shouting for volunteers as they yell for cops like those below







**PREPARED POLICE,** rifles slung over shoulders block off the Champs Elysées against demonstrators

A police observation plane hovering above radiates deployment orders to the 10,000 cops called out.



**HEADED OFF** by police, shoving, cursing marchers are forced back. A paratroop flag is held aloft



**BREAKING THROUGH** the barrier, spectators scuffle with police in an effort to join the paraders.



**SQUARING OFF** against cops, a pint-sized demonstrator is eager to fight it out with bare knuckles





**SCRUTINIZING A SUSPECT** (left) Cowed informers sit in jeep with British officers. Other suspects are guarded and kept waiting on camp road.

## GHOSTS OF MAU MAU PAST

Shrouds hide informers from recognition, revenge

Through the terrorized countryside near Nairobi, Kenya, haunted by the threats of Mau Mau, strange shrouded figures moved last week, stopping occasionally to point an accusing finger at a tribesman. The ghostly informers, who wore shrouds for fear of vengeance, were former Mau Mau leaders helping the British in "Operation Anvil," a stern move to rid Nairobi of Mau Mau who have terrorized the city. Rounding up masses of the city's 75,000 Kikuyu, the British sent women and children to tribal reserves and herded 15,000 men into a heavily guarded camp to pick out the hard-core terrorists. In six days of scrutinizing suspects, the informers helped police single out 650 of them for long-term detention while other Kikuyu were being brought into the camp at the rate of 1,000 a day.

COVERED FROM HEAD TO FOOT WITH SACKCLOTH, KIKUYU INFORMERS GO WITH BRITISH POLICE OFFICERS TO LOOK OVER SUSPECTS AT THE DETENTION CAMP







## How to make vegetable soup like *Campbell's*



Buy a sturdy marrow bone and a chunk of lean beef. Yes, it's *Vegetable Soup* you're making—but you want the flavor of a good meat base. Then you'll need some truly remarkable vegetables. Crisp carrots, deep orange in color; firm red tomatoes of proud ancestry; baby limas . . . and so on till you have 14 different vegetables, all practically County Fair winners. Next you'll want alphabet macaroni, barley and just the right spices and seasonings. What! You're tired already—even before you start peeling and paring? But you really needn't bother. It's all been done for you in Campbell's Vegetable Soup. So why not buy three or four cans? Open, heat and serve in just a few minutes. It's a wonderful soup!





**LOOK FOR THE WORDS**

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Next time you ask for a straight whiskey, take a long look at the label. If the words *Distilled and Bottled by* are on it you know *who* made it, *where* it was made, and *who* bottled it. And if the name Glenmore is on the label too, you know you are buying a uniform product of one of the most respected distilleries in Kentucky. You see, we do not use other whiskeys to bottle under the proud Glenmore label. If we did, the label could not read *Distilled and Bottled by*. We urge you to remember these important facts and try Glenmore next time!

*Every Drop Distilled and Bottled by*  
**GLENMORE DISTILLERIES COMPANY**  
OWENSBORO, KENTUCKY

**LOOK FOR  
ON THE LABEL**



*Available in  
86 or 90 Proof*





JAPES BY AN APE ON THE HEAD OF MAJOR A. C. JAMES FAIL TO DISTRACT PRINCESS ANNE AS SHE OFFERS SOME PEANUTS TO ONE OF GIBRALTAR'S BABY APES

## A LONG JOURNEY OVER

Two days in Gibraltar last week were made more pleasant for Queen Elizabeth by the presence of her children, Prince Charles and Princess Anne, who had joined their parents at Tobruk for the final fortnight of the queen's six-month, 50,000 mile tour of her realm. From the colony, where threatened demonstrations by anti-British Spaniards failed to materialize, the queen returned to London, ending the longest journey ever made by a reigning monarch. Standing on the bridge of the royal yacht as it slowly steamed up the Thames, she appeared thin but radiant as she acknowledged cheers from her subjects, who turned out by the millions to give her a royal welcome that rivaled the gaiety of her coronation day.



QUEEN'S HOMECOMING is hailed by throngs along the Thames as the royal yacht *Britannia* passes beneath big banner of welcome on London's Tower Bridge.



# So Fast You Need A Stopwatch To Time Its Speed!



**FAST!** Your racket flashes through the air—strikes the ball with an explosive “poing”—and fires it toward the wall like a shot, at 100 m.p.h! That's squash—so fast you need a stopwatch to time its speed!

Yes—and when you drop a Bayer Aspirin tablet into a glass of water, you'll see that it starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves your headache—makes you feel better—*fast!*

**GENTLE!** Bayer Aspirin is so gentle doctors prescribe it even for small children.

**BEST!** When you buy aspirin, why be satisfied with anything less than the *best*? Sure it costs a few pennies more, but the *best* aspirin is Bayer Aspirin.

**GET THE BEST—**

**GET BAYER<sup>®</sup> ASPIRIN**



MCCARTHY BITES SILENT TONGUE



MEMBER DIRKSEN TAKES STAND.

## LIFE ON THE NEWSFRONTS

**The hearings speed up as McCarthy tones down;**

In its third week the McCarthy-Army hearings picked up steam after wrangling over whether to stop public hearings and deciding not to. One reason for the speed-up was McCarthy's silence. In sharp contrast to previous days, when Senator Symington said he had talked as much as 48% of the time, McCarthy hardly opened his mouth. And the week's major witness, Army Counsel John G. Adams, spoke more swiftly than Army Secretary Stevens. Adams testified that during negotiations to keep the Army "in business" with McCarthy, he endured more pressure from McCarthy Counsel Roy Cohn than from all other sources put together in five years of dealing with Congress. He said Cohn was so incensed over the Army's treatment of Private G. David Schine, former McCarthy consultant, that he once ordered Adams out of his car in New York. He even turned his anger on his boss McCarthy, said Adams, for not trying hard enough to help Schine. Adams also said Presidential Aide Sherman Adams told him at a White House meeting to prepare a record of alleged McCarthy committee pressures against the Army. Democratic members of the committee wanted more information about this conference, but the Administration would not permit Adams to give it. The most unusual moment came when three Republican committee members, Dirksen, Potter and Mundt, had themselves sworn in as witnesses before their own committee. Dirksen and Mundt seemed to recall that Adams, talking with them in January, had implied that a document of pressure charges against Cohn and McCarthy might be publicized unless the subpoenaing of loyalty board members was prevented.

Britain accused two Soviet military attachés of trying to steal British aircraft secrets and declared them *personae non gratae*. Six days later the Reds slapped a similar charge on a British military attaché in Moscow. Both countries rejected each other's charges but agreed to recall the attachés.

**A runaway romance has a tragic end**



MARIA ISABELLA PATIÑO

The runaway romance of Maria Isabella Patiño, Bolivian tin heiress, and 20-year-old James Goldsmith came to a sad end. After the young couple fell in love at the coronation in London last June, Antenor Patiño refused to allow his daughter to marry Goldsmith, a British hotel heir. Their flight from the pursuing Mr. Patiño took them from Morocco through Europe into Scotland, where they were married. But in Paris last week the pretty 18-year-old died of a cerebral hemorrhage, shortly after giving birth to a daughter.

The International Olympic Committee meeting in Athens, Greece voted to invite Communist China to the 1956 Olympic games in Melbourne, Australia. Nationalist China immediately withdrew. Red China's bid was supported by British and Scandinavian votes. A Soviet motion to invite East Germany was defeated.





MEMBER MUNDT SWEARS HIM IN



TIRED ADAMS WEIGHS QUESTIONS

## OF THE WORLD

### Dairyman Dewey clashes with coffee countries

After brief debate among seven members, the Senate approved a proposed constitutional amendment limiting the Supreme Court to nine justices and requiring federal judges to retire at 75. The amendment, which must still be passed by the House and ratified by three fourths of the states, would prohibit another "court-packing" plan like the one Franklin Roosevelt tried unsuccessfully to put through in 1937.

### A courtly Southern senator dies

North Carolina's Democratic Senator Clyde R. Hoey, 76, one of the Senate's outstanding characters (LIFE, April 19), died at his desk in Washington. Hoey, who habitually wore a wing collar, swallowtail coat, red carnation and high-button shoes, was called "The Duke" by fellow senators because of his elegant dress and courtly manners. But though he looked like a Hollywood version of an 1890 senator, Hoey was a razor-sharp politician. The son of a Confederate army captain, he began his political career in 1898 at the age of 20 in North Carolina's legislature and eventually served as governor of the state from 1937-1941. It was largely Hoey's forceful work as chairman of the Senate Investigating Subcommittee that uncovered "5 percenters" scandals during the Truman administration.



SENATOR CLYDE R. HOEY

New York's Governor Dewey, noting that his state's cows have produced a 165-million-quart milk surplus, urged a "switch to milk" to topple soaring coffee prices. "Anyway, milk is healthier for us," said the governor, himself a part-time dairy farmer who owns 80 Holstein cows. This moved Brazil and Colombia to protest and politicians to observe that there are more dairymen voting in New York than there are coffee growers.

### Congress checks foundations again

A special House committee headed by Tennessee's conservative Republican Carroll B. Reece, about to begin open hearings on tax-exempt foundations, suggested giving "special consideration" to the \$500-million Ford Foundation. It reported that foundations have been "used to finance ideas and practices incompatible with the fundamental concepts of our Constitution." It also viewed with alarm grants from the Rockefeller and Carnegie foundations to influence American education "toward an international viewpoint." In 1952, after a six-month investigation of the foundations, a previous House committee, headed by the late conservative Democrat Eugene E. Cox of Georgia, reported, "... The foundations' dominant and most significant function has been displayed in supplying the risk or venture capital expended in advancing the frontiers of knowledge. ... It is doubtful if any other agency could perform their part as well. ..."

CONTINUED ON NEXT PAGE

## Go easy and breezy... Sundial Shoes

... comfort-crafted  
to fit your footprint!



AIR-COOLED... two tone  
nylon mesh makes this Sundial your pro-  
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Sundial Shoes are crafted to follow the normal lines  
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comfort.

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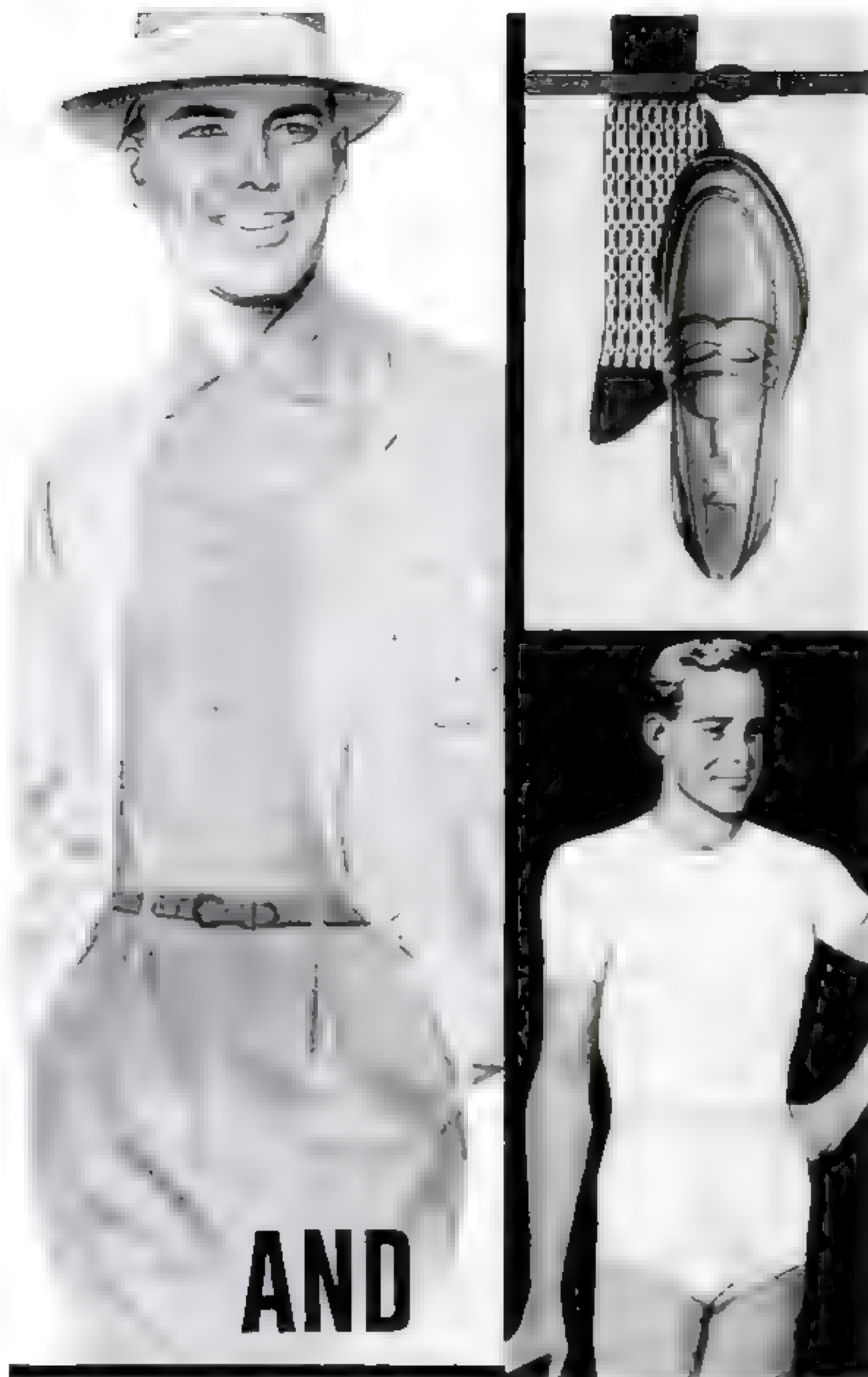
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## Sundial Shoes FOR MEN



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## BASIC TO IT ALL

the 'at ease' feeling of Jockey shorts

It's no trick to look poised and comfortable when you feel that way... relaxed by the perfect fit of Jockey shorts beneath your favorite outfit!

Jockey was the first (and is still the foremost) tailored underwear made to fit the male body. Heat-resistant rubber in Jockey shorts' waistband

stays lively longer. Nobelt strip rubber in leg openings won't sag or bind. Exclusive angled front opening won't gap. Be sure you feel as well dressed as you are! Don't settle for less... make sure the label says "Jockey"!

P. S. Wear Jockey T Shirts too, as the perfect "extra coverage" under-shirt!

**Jockey**<sup>®</sup> underwear  
BRAND  
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All the world wears Jockey! Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada: J. R. Moodie Company Limited; Australia: Speedo Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lane Walker Bodkin; Switzerland: Vollmüller; France: Vardier; Columbia: Textiles, Ego; Italy: Sarti; Denmark: Tami; So. Africa: Nisima & Lester; Germany: Volma;

## NEWSFRONTS CONTINUED



BANNISTER BEATS TRAFFIC LIGHT ON QUICK NEW YORK TOUR

When some New York television producers invited England's Roger Bannister, the four-minute-minus-miler, to appear on a panel show, Her Majesty's government, anxious to help international relations, promptly sent the foot racer winging across the Atlantic. But as he landed the government learned to its horror that the show was a commercial program, sponsored by a cigaret company. The appearance was canceled just in time to save the Oxonian from tainting his amateur standing. The baffled Bannister made a fast dogtrot tour of the city (above), and then flew back to England after a 57-hour stay in the U.S.

### Tax dodger Costello gives tax advice

In New York, Gambler Frank Costello, 63, after serving 14 months in prison for contempt of the Kefauver Senate Crime Investigating Committee, was convicted of evading \$39,015 in federal income taxes from 1947 through 1949. A separate government proceeding threatened the aging racketeer with deportation to his native Italy. As he posted \$25,000 bail, Costello cheered up enough to philosophize to reporters, "I want to give you fellows some advice. Remember this—when you spend money, spend cash and don't have any checks. If your wife has any money, have her declare it right away or they will be after you."

The U.S. announced successful completion of its 1954 series of hydrogen weapons tests in the Pacific, which it called "essential to the security of the free world." But at the same time natives of the Marshall Islands, a U.N. trust territory administered by the U.S., sent an urgent but polite petition to the U.N. to stop H-bomb tests on their islands. And in the Japanese city of Yaizu, home port of the fishing boat *Fukuryu Maru* (Fortunate Dragon) which was showered by atomic dust during H-bomb tests in March (Life, March 29), fishermen trussed up condemned tuna before a shrine and offered prayers for the return of radiation-free catches.



AMID CONDEMNED TUNA FISH, JAPANESE PRAY FOR CLEAN CATCH



# Hurry with that top layer! Taste why new Swans Down Mix beats other mixes!

Hurry! Learn why this is the only mix that wins on all 4 "musts" for homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

If this is your day to bake the family cake, why not find out for yourself why new Swans Down Mix beats all the other leading cake mixes?

Why not make your own home-kitchen test? In 4,375 home tests, women compared new Swans Down with other mixes. They voted for their favorite.

**Result:** New Swans Down was picked the winner on all 4 "musts" for homemade cake—size, texture, moistness, taste.

**You'll pick** Swans Down the winner, too! And we'll tell you why: Swans Down wasn't satisfied with the ingredients used by other mixes. So they had ingredients made especially for the new mixes—made to blend just right with *your own fresh eggs*.

**Today,** we hope you make a cake with new Swans Down Mix—it can't help but be a *winner*.



Products of General Foods

**TRY** a different Swans Down Mix every time you bake a cake—White, Yellow, Devil's Food, Angel Food. All heavenly!





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|------------------------------|--|--|--|--|---|
| These enhance a small bosom  |  |  |  |  | Beau Catcher<br>Daughter<br>Kitty Puff<br>Honey Child         |
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| These slim the upper leg     |  |  |  |  | Fabulous Fit<br>Weskit<br>Sea Tops<br>Pretty Fanny            |

Looking for the swimsuit that does beautiful things for your figure?

Try a Catalina—one that has been specially designed to call attention to your good features... draw attention away from figure flaws.

Consult the chart above to see which Catalina designs are best for you.

Shown: "Shipshape" (foreground), in color-locked Lastex, \$14.95. Background: "Weskit" (far left), in batiste Lastex, \$14.95; "Carnation" (center), in elastic shirred cotton, \$10.95; "Everything Checks" (right), in rayon tulle, \$15.95.

For name of nearest store, write: Catalina, Inc., Div. H, 443 South San Pedro, Los Angeles 13, Calif.

For copy of new folder, "Ten Glamour Tips for the Beach," send 10¢ to above address.

Originators and producers of the *Mrs. Universe Beauty Pageant*.

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# THE BIG BUCK AT BRIDGER

World's best bronc riders meet,  
Casey Tibbs hangs on to win

In rodeo-happy Montana at the tiny town of Bridger (population: 850), the world's two top bronco riders met in a winner-take-all match. To watch Casey Tibbs, the world bronc-riding champion (*LIFE*, Oct. 22, 1951), ride against Bill Linderman, the all-round rodeo champion, 7,000 people from all over the state jammed into Bridger's rodeo ground. Regular rules applied: each rider was to come out of the chutes three times, each time on a different horse. To score he must stay in the saddle 10 seconds, be judged on his riding style and the wildness of his horse.

After three rides Tibbs and Linderman were even. Both had mastered one mount; both had been bucked off one. When the third mount for each rider proved to be more of a running than bucking bronc, re-rides were ordered.

Tibbs came out first. He spurred his horse, a spirited white bronc named Mistletoe, first in front, then in back, demonstrating the best "lick" in the business. Mistletoe bucked fiercely, but Tibbs stayed in the saddle.

Then with the match at stake, Linderman came out on Kiyki. The horse leaped and twisted, tossed Linderman in just five seconds. That left Casey Tibbs \$1,000 richer and still bronc-riding champion of all the cowboys.



THE RIVALS, Linderman (left) and Tibbs, watch the preliminary events.

MASTERING MISTLETOE, on his fourth ride, → Casey Tibbs stays in saddle for 10 seconds to win.







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With one truly marvelous gift, you can give a man shaving comfort he never knew before. Give Norelco, and you give him easier, quicker, smoother shaves for years to come. Men know it. The world over, they buy \*Norelco's Rotary Action more than any other electric shaver!

**It caresses!** Norelco Rotary Action seems to *massage* off tough bristles.

**It sharpens itself!** 12 blades whirl over the skin sharpening themselves as they shave. Guards have 120 precision slots to guide every bristle.

**It whispers!** Quietest shaver made! No annoying vibration.

**It lasts!** A lifetime of shaving! Light, compact—it fits the hand! Real brush type motor never needs oiling!

**It's Guaranteed** by the world's largest makers of electric shavers—serviced throughout the world.

**Get Dad a new Norelco** at leading department, sporting goods, elec-

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Give servicemen, outdoorsmen Norelco Sportman — World's only battery shaver. Weeks of shaves on 3 flashlight batteries or from your car's cigarette lighter. In pigskin case, metal battery holder and unbreakable mirror — Model SC7750 (less batteries) \$29.95

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New Norelco Double-Header \$24.95  
 complete in leather travel case—Model SC7749—AC/DC

**Norelco**  
 Electric Shavers



\*KNOWN AS PHILISHAVE IN CANADA AND THROUGHOUT THE REST OF THE FREE WORLD.



**SCATTERING COWBOYS**, Cramer's Midnight with Tibbs aboard breaks into crowd near chute. Pickup men got hold of horse before anyone was hurt.



**HEADED FOR A FALL**, Tibbs is bounced high by Gold Dust. Bucked off, he said, "I never did feel good on that horse. I never felt I was with him."

CONTINUED ON PAGE 48





*"We can not relieve the suffering,  
but we can help lighten the financial burdens."*

The above remark was actually made by a local Metropolitan Representative in the course of a radio broadcast following the tragic Vicksburg, Mississippi tornado of December, 1953. It dramatizes how Metropolitan's more than 1,000 local service centers, and the Agents associated with them, function in times of disaster.

What happened in Vicksburg, which was typical of similar emergencies last year in Massachusetts, Ohio and Michigan, is indicated by these excerpts from a report on the tornado by the Manager of the nearby Metropolitan District Office in Jackson, Mississippi. As a result of these catastrophes, Metropolitan paid 43 death claims.

\* \* \* \*

"... Word of the Vicksburg tornado reached our office at approximately 6:30 P. M. on Saturday, just minutes after the twister struck. We tried to contact our Vicksburg Office, but as the telephone company was reporting eight to ten-hour delays on calls to the distressed area, we immediately formulated independent plans for dealing with the emergency.

"... Step one was to increase promptly the Vicksburg staff. Through the American Red Cross, we obtained permission for Vicksburg Agents and additional representatives from Jackson to enter the disaster area.

"... Frequent spot radio broadcasts and newspaper ads were immediately authorized to notify our policyholders that Metropolitan was prepared to offer them every assistance... As Manager, I broadcasted the first announcement myself. We appreciated the sympathetic concern of the Home Office as demonstrated by phone calls from Metropolitan executives in New York. As you know, they gave us carte blanche authority to dispense with formality and to settle emergency claims on the spot.

"... Our first claim was reported on Saturday night. We learned of two more claims on Sunday. By Monday, Company representatives were actively contacting Metropolitan and other families on a house-to-

house basis... Deaths among our policyholders were mercifully few.

"... One of our early 'on-the-spot' payments was to a mother who had lost her small son when a movie house collapsed. Immediate funds were needed here as the father was then at a hospital with another son injured at the same scene. We wrote a check for the mother despite the fact she was unable to locate the policy.

"... Later we were able to assist policyholders of other companies by cooperating with their agents and, where there was no representative, by reporting claims directly to the insuring company. For this action, we have received expressions of appreciation.

"... Besides the handling of claims, we made arrangements, where necessary, to extend the grace period for the payment of premiums on Metropolitan policies. We assisted in many phases of the rescue work, and we helped wherever we could, the policyholders and non-policyholders alike.

"... This report would be incomplete without a tribute to the splendid spirit of Vicksburg citizens at this time of disaster. The courage and neighborliness that prevailed throughout the crisis was a constant inspiration. We Metropolitan representatives could not relieve their suffering, but we could help lighten their financial burdens. We were grateful for the chance to do this."

\* \* \* \*

Whenever disasters arise, Metropolitan Agents stand ready to render emergency Life insurance service. They are also prepared to help prevent epidemics. The distribution of Metropolitan health booklets by Agents, in situations where sanitary facilities may be disrupted or where there is the possibility of the spread of infectious diseases, has often proved helpful in disasters resulting from tornadoes, floods or fire.

Looking back over the years, one of the greatest emergencies was the San Francisco Fire of 1906. Then the Company established "Camp Metropolitan," a tent city for refugees. Claims were paid from temporary quarters set up in a bowling alley, and scoring pads were used to keep records.

These experiences help portray the deep human interest and spirit of service fostered by Metropolitan's "localized" system of operations. They illustrate, too, the readiness and willingness of Metropolitan Field-Men to serve far beyond the call of their normal duties when the welfare of their community is involved. What happened in San Francisco, Worcester, Flint, and Vicksburg gives additional meaning to the words...

**Metropolitan service is  
as local as Main Street...  
as close as your phone**

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Cleanse your hands with gentle BACTINE before you touch baby's tender skin. Even a 3-minute soap and water scrub won't make your hands as germ-free as BACTINE will make them. BACTINE kills germs on contact, provides long-lasting antiseptic action. Smells fresh and clean. Also use cooling, soothing BACTINE as first aid for cuts and scratches. Crystal-clear BACTINE is gentle... actually eases pain... without sting or stain.

At all Drug Stores... 3 convenient sizes  
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### LASTING GERM KILLING ACTION



Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray area). Clear space (arrow) is field where BACTINE was ap-

plied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.

**NOTE TO PHYSICIANS**—BACTINE is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write for professional literature containing basic research and clinical data.

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## The Big Buck CONTINUED



**SHAKEN LOSER** Linderman is helped from arena after being thrown by Kiyki. He rode match despite had knee hurt in wild horse ride week earlier.



**WINNER'S PRIZE**, a \$1,000 check, is given Tibbs as Linderman stands by (right). The men have competed before and each has now won two matches.





THE NEW SILHOUETTE **Carrier** ROOM AIR CONDITIONER

BUILT BY THE PEOPLE WHO KNOW AIR CONDITIONING BEST. CARRIER CORPORATION, SYRACUSE, NEW YORK





THE RATH PACKING CO., WATERLOO, IOWA

## Ever taste sausage made right on the farm?

Once all farm wives made their own pork sausages in spice-drenched kitchens. But if you ever asked for the recipe, you were apt to be put off with a cryptic; "I just use a smidgin of this and a smidgin of that. Sorta feel my way around the kettle."

Then along came Rath Black Hawk Breakfast Sausage.

We started with pork raised on golden corn in Iowa. Pink lean chunks are chopped—not ground (so as not to press out their rich

sweet juices) and spiced to a recipe any farm wife would give her soul to know. Finally, this is cooked in vacuum so not a whisper of flavor goes up in steam. You'll find 10 to 14 links in a can, ready to brown and serve with no shriveling up in the pan.

Other Rath country kitchen treats include Luncheon Meat, Dried Beef, Vienna Sausage.

Try them and you'll agree we can "feel our way around the kettle."

# Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



Rath makes over 1000 meat products—but when you try any one, it's one in a million!





**PREPARED FOR EVERYTHING,** Idlewild airport crash equipment converges on plane right after landing, before passengers disembark. Two squat trucks near wing at left are fire fighters. Tank truck

in left foreground carries foam for them. Next right is an emergency truck with oxygen. Hook and ladder came from a nearby town to help. Two white ambulances are at plane's tail, three are at upper

right. Car with p.a. on roof under right propeller carried airport's director of the operation. White-topped cars at right brought New York City police. Other cars and trucks brought helpers and watchers.

## TWO TENSE HOURS TO NOWHERE

Crowds on the ground and 63 in the air sweat out a 'routine emergency' landing of an airliner

by HERBERT BREAN

**A**T 23 minutes after 4 p.m. on May 6 a Pan American World Airways Stratocruiser thundered down Runway 25 Left at New York's Idlewild airport and lifted into the air, bound for London. About one minute later Captain Cameron Walker told his copilot, First Officer John Brink, to retract the landing gear. A few seconds later three little green lights on the instrument panel blinked out. One red light blinked on above them.

The plane taking off just behind the Pan American flight was a KLM Constellation. As the Constellation rose behind the Stratocruiser its crew noticed that the nosewheel in the Stratocruiser's landing gear had not retracted. It was twisted to starboard at a 45° angle. They radioed this information at once to the Idlewild tower. The tower relayed it to Captain Walker. But the little red light had already told Walker of the trouble and he confirmed to the tower that the wheel was inexplicably twisted.

For a few minutes Walker tried to work the retraction mechanism, without success. His next move was to ask the tower's permission to tune his radio to "company frequency" so he could talk to Pan American engineers and get their suggestions for righting the wheel.

Meanwhile the flight engineer crawled down into a lower level of the enormous plane's nose and peered out at the wheel. All that he could see was that the wheel was twisted.

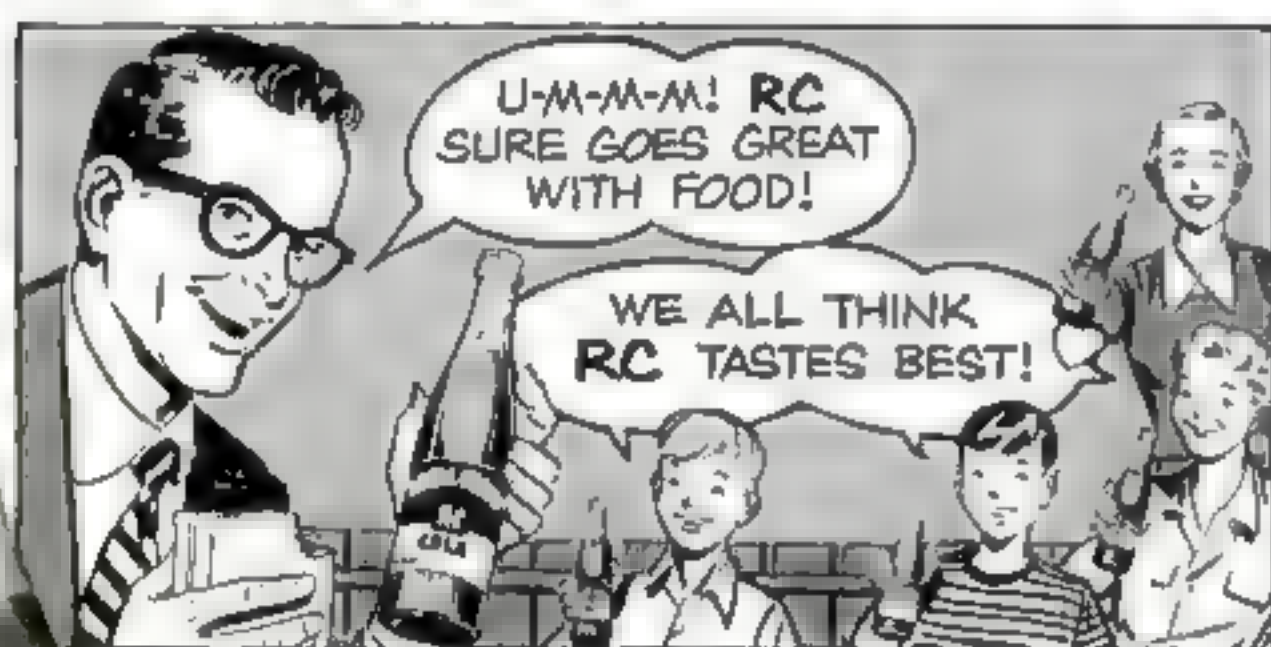
The Stratocruiser is the biggest commercial plane in the world. It carries 56 passengers in luxury, with berths for 17 of them. It has two decks. The top one is a conventional airplane cabin except for the Pullman-like berths. Amidships a slender spiral stairway leads down to the lower deck with a deeply upholstered lounge and serving bar. That is where two stewardesses, Barbara Swan and Eileen Nicholson, were sitting, folding leaflets that they were to distribute to the passengers, when they first noticed that, although several minutes had elapsed since take-off, the NO SMOKING and FASTEN SEAT BELTS signs were still on. They began to wonder what was wrong.

Above them, in the main cabin, Norma Kass also wondered. Until this flight Miss Kass had been a stewardess, but she was being promoted to purser, which means she would supervise the other stewardesses and handle the passengers' customs and currency declarations for foreign countries. Since this was her test, or shakedown, flight, her work was being observed by Pan American Flight Service



# "IT'S RC PICNIC TIME!"

says **ROBERT Q. LEWIS**



## RC PICNIC PARADE

Shop at the display of fine foods and Royal Crown Cola, perfect for picnics, at food stores.



Feel like  
**"NEW"**  
with  
best-tasting  
**RC**



Hear **ROBERT Q. LEWIS** on CBS Radio Saturday mornings  
brought to you by **ROYAL CROWN COLA**



**THE TWISTED NOSEWHEEL** showed clearly in photograph taken from New York *Daily News* plane flying alongside the airliner circling over Idlewild.

## TWO TENSE HOURS CONTINUED

Supervisor Hamp H. Jones, who was on the flight for that purpose. She went forward to ask the captain why he had not turned off the warning signs.

"We're returning to the field because we're having trouble with the nosewheel," he told her.

"Who do you want to announce it to the passengers?"

"I will."

A moment later Walker told the passengers over the plane's public address system that the nosewheel had not recessed properly. There would be a little delay. He spoke casually, making neither a lot nor a little of it. No one was alarmed. A few passengers asked if it weren't all right to smoke. The NO SMOKING sign was turned off but the seat belt sign stayed on.

In a few minutes, having conferred by radio with the company engineers, Walker returned to tower frequency on his radio and said he would circle the field while they tried to straighten the wheel. Down on the ground the word spread through hangars and along the aprons that the Stratocruiser droning overhead in lazy circles was in trouble.

In the plane the captain's voice again came over the p.a. system: "We're going to try to retract the wheel manually, by cranking," he said. "That will take about 15 minutes."

The passengers groaned good-humoredly about this new delay. (It had previously been announced that a foggy drizzle over Canada's maritime provinces would necessitate rerouting this flight the longer way via Bermuda and the Azores.) A boring half hour passed.

But in the cockpit, an instrument-lined room as big as a small office, there was no boredom. Walker and his five crewmen, three of them copilots, tried everything they knew and everything the maintenance men on the ground could suggest via radio. But they could do nothing with the twisted wheel. To set down 66 tons of airplane at 96 mph, the minimum landing speed they could count on, they would need all three points of the tricycle landing gear. As soon as the plane's weight shifted onto that front wheel, it might rip off or collapse and no one could tell what might happen then.

Should they go on to Bermuda or return to Idlewild? The consensus both of men on the ground and in the air was that it would be better to attempt the hazardous landing at huge, well-equipped Idlewild than to fly on to Bermuda in the hope the wheel might right itself en route. Some of the maintenance men were of the hopeful opinion that when the twisted wheel touched the runway it would spring into normal landing position.

Walker informed the tower that he would make a landing, adding that he first wanted to fly out over the Atlantic and jettison some gasoline. The watch supervisor in the Idlewild control tower that day was an Air Force veteran named Gene Assip. "How many people aboard?" Assip asked.

"Fifty-three passengers and 10 crew members," said Walker.

They spoke in the quiet subtone of men long accustomed to conversing by microphone. "It was a routine emergency," Assip has said since.

He picked up the emergency telephone and began making the proper notifications. He called the Port of New York Authority emergency garage at the field where fire fighting equipment is kept. They in turn called the New York City Fire Department as well; it responded with 13 engine and ladder companies. Ambulances were summoned from nearby hospitals. Assip notified the Police Telegraph Bureau, the airport weather bureau (to make observations for the record) and had the radar and radio technicians on



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leads the way again with

## the first full line of

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**T**HIS announcement marks the achievement of a goal towards which General Motors has been working for a quarter-century.

That is the elimination of manual gearshifting in GM-built motor vehicles—*trucks as well as cars*—a task first undertaken by our research engineers in 1929.

It was no easy assignment. It took more than ten years of hard work, the testing and discarding of hundreds of different mechanisms, before the problem was superbly solved in passenger cars by our Hydra-Matic, Dynaflo and Powerglide automatic transmissions.

In trucks the need for a self-shifting drive is infinitely greater—and so is the engineering problem because of the far heavier loads carried and the larger number of forward-speed gears required to move them.

It was not simply a matter of adapting a passenger car drive. A completely different automatic unit had to be designed and that took still more time.

But by 1950, our GMC Truck & Coach Division had developed and thoroughly road-tested a Dual Range Hydra-Matic-type drive for medium-weight trucks. Then came Korea and our entire production of Truck Hydra-Matic Transmissions was required for army vehicles where its superiority was proved in front-line service.

Within the past eighteen months both four-speed and eight-speed versions of this battle-proved transmission have been successfully introduced to the public in light-duty and middle-weight GMC trucks. But there still remained the problem of

heavy-duty trucks, some of which require as many as 15 forward speeds.

Now our engineers—drawing upon this backlog of twenty-five years' experience—have developed a Twin Hydra-Matic Multiple-Speed self-shifting drive for trucks rated above forty-five thousand pounds gross combination weight.

Thus has GM marshalled its inventive skills to bring the many advantages of Hydra-Matic Hauling to every class of truck operator. These benefits include:

Lower fuel cost—because Truck Hydra-Matic automatically keeps the engine in proper gear for every operating condition, eliminating wasteful engine “gunning.”

Less maintenance expense—because Truck Hydra-Matic prevents “shock-loading” strains on engine, drive line and rear axle. And there is no conventional clutch to repair or replace.

Greater safety—because Truck Hydra-Matic does the shifting, easing the driver's work and permitting him to concentrate on the road ahead.

I think these are good reasons why every user of trucks should investigate the GMC line of Hydra-Matic Trucks—whether you use a small pickup or a fleet of heavy highway haulers.

You are cordially invited to call upon your local GMC dealer to learn more about them.



President

GENERAL MOTORS CORPORATION

*We, the GMC Truck Dealers of America, believe that the above announcement by Mr. Curtice is of such importance that it should be brought to the attention of every truck user in the nation.*





## She didn't have the heart to look

(Based on Company Files #TC-53-74&75)

It was 9:30 in the morning. The last fire truck was picking up its hose. The others had already screeched away.

Joyce and I were standing on the lawn of the house we had both loved so much.

Not having the heart to look, she hurried her head on my shoulder. Then a car drove up. Our Hartford Fire Insurance Company representative. He had certainly got to us fast!

I told him how smoke had awak-

ened me . . . how I had found the basement ablaze . . . how my wife and I had led our three children to safety . . .

He listened sympathetically, and told us not to worry. He'd take care of all the details. And he did, with help. There was a Company loss adjuster in the vicinity. Together, they went right to work.

Only seven hours later, we had two checks! One of \$15,000 for insurance on the house. The other—\$3,000—for our household contents.

That's the Hartford way! Speedy, considerate service. A minimum of red tape, a maximum of help . . . even though it isn't possible to pay every loss in as short a time as seven hours.

Now—a suggestion:

Be sure you have *enough* insurance on your house. And on your furniture and personal belongings.

Remember, values are up. But the records show seven out of ten homes *under-insured*. Yours may be one of them. So don't take chances. The cost of full protection is moderate. See your Hartford Fire Insurance Company Agent or your insurance broker—*now*.

Year in and year out you'll do well with the

# Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

## TWO TENSE HOURS CONTINUED

duty with him check their equipment, also for the record. The Coast Guard sent a helicopter to hover by, and so did the Police Department and the Port Authority. Word spread fast now.

Meanwhile Walker was flying the Stratocruiser out to a point a few miles southeast of the Ambrose Lightship.

"When you attempt your landing," Assip asked Walker, "where on the runway do you plan to touch down?"

"On the first third," said Walker. "We'll try to hold her nose off the concrete."

Assip assigned him Runway 31 Left, at the northwest end of the field, and ordered it held clear until the Stratocruiser should land. The emergency equipment was directed to line it at a point about one third from the end.

In the plane the p.a. system clicked on again. "We're going to dump some gasoline in a few minutes," Walker's unemotional voice drawled to the passengers. "We're doing that to lighten ship and make our landing easier."



**THE CAPTAIN,** Cameron Walker, is 39 and a former Marine fighter pilot.

The passengers saw pipes emerge from the wings and 2,200 gallons of gasoline jet from them in silver streams. One passenger asked what would happen if that stream fell on a ship. A stewardess explained the gasoline vaporized into nothing before it had fallen half a mile. But not many questions were asked. Walker was doing a good job of keeping the passengers informed.

The Stratocruiser headed back to Idlewild. It was now an hour or more after take-off. Some of the passengers, veterans of transatlantic flying, asked when cocktails would be served, for this was a deluxe service trip on which passengers ordinarily are given free drinks. The stewardesses explained that drinks could not be served because the plane was not outside the continental limits. There were joking complaints.

But some faces began to grow taut and wary. No matter how confident the crew appeared, the passengers realized that they might crash and that if they did, an explosion could follow. And when they again began circling Idlewild at 2,500 feet there could no longer be any doubt, for below them they could see the crash equipment gathering near Runway 31 Left (picture, p. 51). Firemen were linking up 200 50-foot lengths of hose to pipe water in two lines across the field.

From the tower Assip called Walker: "Not all the equipment is in position yet," he said. "Will you wait until it is?"

"We'll wait," said Walker.

A little later Assip said to Walker, "One of the men in the emergency garage has suggested spreading liquid foam [used to fight fires] along the runway to help make the nosewheel slide. Do you want us to do that?"

"I don't think it will be necessary," said Walker.

The Stratocruiser continued circling in the fading afternoon light. In the cabin the crew began the emergency preparations. Norma Kass went forward and asked the captain if he had any special instructions.

"Emphasize to the passengers that they must remain seated after we touch down," he said. "Tell them not to get up or try to get out as soon as we hit the runway."

### 'Nothing to worry about'

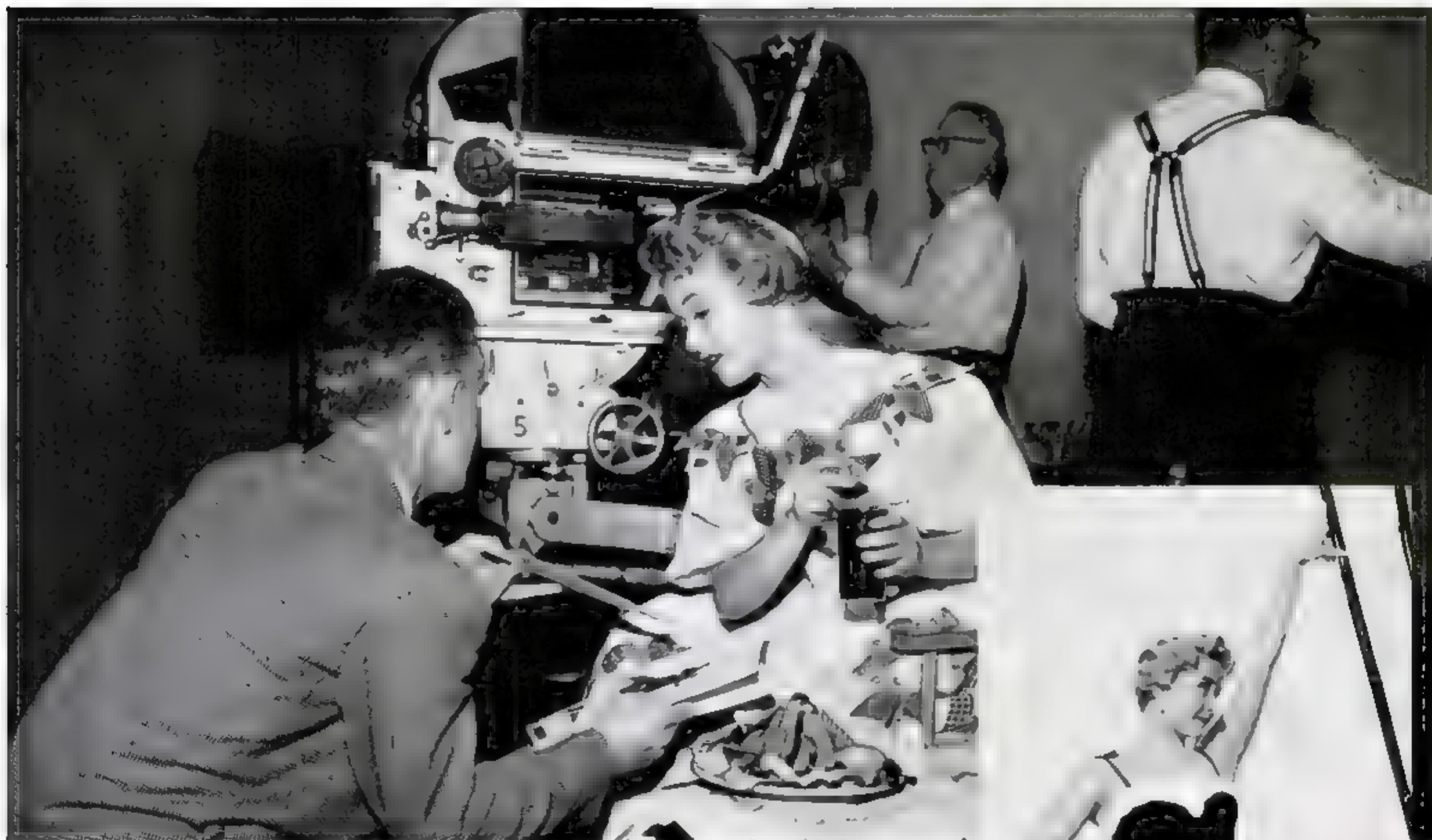
**W**ALKER was also informed that one of the passengers, recovering from a broken neck, was wearing a cast. He assigned one of the copilots to sit with the man and assist him if necessary, but the passenger politely refused any assistance. Walker gave his orders calmly, matter-of-factly. Norma Kass composed her face into an expression of buoyant confidence before opening the door to return to the cabin. Once Stewardess Swan came forward for instructions; she remembers that just the way Walker looked at her over his shoulder and grinned made her feel better.

"We're going to take some precautions," the captain announced on the p.a. system. "It's nothing to worry about—just routine."

He had ordered the escape chute readied. Two of the copilots came out into the cabin and began hooking up the chute. It is a canvas slide which is attached to the main doorway and is used to get passengers to the ground during emergency landings when no platform stairway is available. The stewardesses knew that even passengers who might not already have glimpsed the fire trucks

CONTINUED ON PAGE 36





JANE POWELL enjoys a quick snack between scenes of M-G-M's new CinemaScope color production, "SEVEN BRIDES FOR SEVEN BROTHERS"—a gay and sparkling musical romance full of youth and fun.

## M-G-M's Jane Powell reveals secret of beautiful figure



**FISH, SALADS,** meats, vegetables are all wonderfully improved with a good squeeze of fresh lemon added at the table. But only fresh lemons have the taste, tang and aroma you want for table use. Not even the best processed lemon juices can match their flavor.

**LOVELY JANE POWELL** has one of Hollywood's most perfect figures. She has found, like millions of other Americans, that fresh lemons can be a real help in maintaining a beautiful figure.

### No special diet

"I don't count calories," explains Jane. "But I do watch what I eat. I've made it a point to cut down on fattening foods—foods like starches, sweets, fats and oils. And I almost never use salt."

### Lemons instead of salt

"I've found that fresh lemon juice is a wonderful substitute for salt. I squeeze lemon on almost everything on vegetables instead of butter and salt, on salads instead of prepared dressings. It's just amazing what a few drops of lemon can do for food flavors. And lemon is good for your skin and complexion, too."

### A squeeze of lemon

You don't have to be on a special diet or weight-control program to enjoy lemon seasoning. You know what lemons do for fish and seafood, tomato juice and tea. Now see what appetizing zest they add to canned and frozen vegetables, meats, salads and soups. The tangy droplets bring out food flavors, make every bite more delicious and flavorful.

Put a dish of Sunkist Lemon wedges on the table tonight and invite your family to a new adventure in food enjoyment.

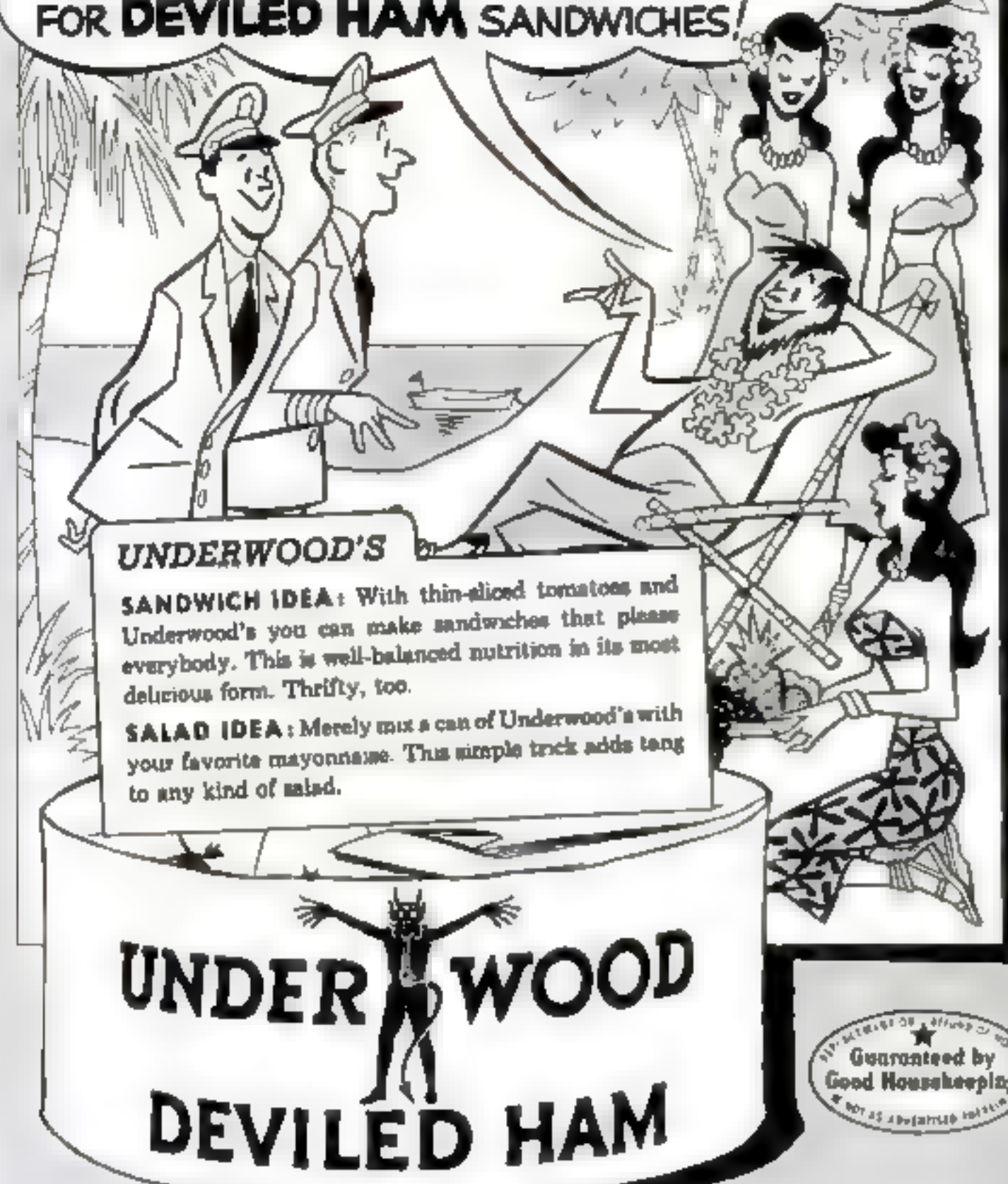


**FREE BOOKLET: "Salt or No Salt."** The story of how fresh lemons can help you eat better *with or without* salt. Contains recipes and seasoning suggestions. For your free copy, write Sunkist, Sec. 2705, Terminal Annex, Los Angeles 54, California.

**FRESH Sunkist Lemons ★ ONLY FRESH LEMONS GIVE THE TRUE LEMON FLAVOR!**



IT'S A WONDERFUL LIFE-BUT I DO GET HOMESICK  
FOR DEVILED HAM SANDWICHES!



THE ORIGINAL...ALL FINE HAM...ZESTFULLY SEASONED  
For 87 years America's favorite spread



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**USE...HOLLYWOOD  
sani-  
white**

**to be sure of  
the whitest shoes  
you've ever worn!**

and derrick below must recognize its significance. They waited for the first sign of panic. The escape chute is packed in a white powder to keep it from sticking and the copilots got powder over their natty uniforms. They made a joke of it. Some passengers laughed. Some looked a little pale. But there was no panic.

It was 6:30. Now all the disaster equipment was gathered near the runway. The roof top and the windows of the terminal building were filled with quiet people. Some were praying. The sinking sun glinted on the plane with her nosewheel still twisted crazily.

In the long, comfortable cabin the stewardesses secured all hand luggage that might fly loose. Hamp Jones went below and did the same in the lounge and baggage compartment. Two passengers seated nearest the door where the escape chute might have to be used were assigned different seats. A woman passenger with a little boy began to grow visibly nervous: it was her first plane trip. Norma Kass sat down next to her and asked where she was going. "To Germany," the woman said.

The Stratocruiser began a last wide circle. The crew took their emergency landing stations. Out over the Rockaways the Stratocruiser dropped steadily, heading for the end of the 9,500-foot runway. In the cockpit Walker and Brink braced themselves to hold back the control column, for to keep the nose off the ground as long as possible they would have to hold the elevators in an acute climb position. It would take the strength of both of them.

In the tower's heavily draped, shadowy instrument room, Assip and the three others on duty with him left the control panel to thrust aside the drapes and stare silently out the window at the runway. Aboard the plane Norma Kass told the woman with the little boy what a nice place Germany was.

From the roof, from the windows, from the firemen and cops and emergency crews near the runway there came not a sound. All anyone heard was the soft thunder of the approaching motors.

She came in mushily, as slowly as Walker dared fly her in. Her nose was high. She hovered over the end of the runway, then dropped and touched down where he said he would put her down. The passengers felt a light jar. No one uttered any cry. The plane rolled on, slowly losing speed, for perhaps half a minute while Walker's and Brink's shoulders strained to hold the control column back. Then, finally, her nose settled. The twisted wheel touched the concrete.

It sprang into correct landing position. The plane rolled smoothly down the runway. A cheer and handclaps went up from those watching. Some women spectators cried. It was 6:41 p.m.

"Cut your motors," ordered the tower. "There are people running out on the field."

There was a general feeling that a great deal of credit was due, but some disagreement as to who deserved it. Gene Assip in the tower said that Captain Walker did a fine job, and that he was very cool and easy to work with. Captain Walker told reporters that he had simply done what he was paid to do and that more had been made of the incident on the ground than by the crew in the air.

Then there were the passengers, that handful of human beings drawn together by the random chance of travel. They sat quietly, refusing to cry out, doing what they were told and holding to themselves whatever feelings they may have had. The passengers, everyone agreed, were wonderful.



**LADIES OF THE CREW**—Purser Kass (center), Stewardesses Nicholson (left) and Swan—disembark. They have 10 years' air experience among them.



**Open your  
mouth—  
and close  
your eyes**



Even if you aren't real playful early in the morning, you'll find fun in this wonderful assortment of Fresh-From-Kellogg's cereals. You can't miss. Here are 10 generous individual servings of your favorite cereals. Flaked, popped, puffed, shredded, ready-sweetened. The choice is yours. Isn't it plain to see you should always keep handy a Kellogg's Variety Pack?





## MISSILE MAN'S MAGIC

A test sled's pickup improves the tablecloth trick

The old magic tablecloth trick now has turned up in a guided missile laboratory. A Northrop engineer, who tests the ruggedness of missile parts by mounting them on a quick-starting sled, set up a table on the sled to demonstrate its acceleration, 20 times that of the fastest automobiles. As the sled suddenly scooted out from under, chicken dinner, roses and burning candle all kept their places in seeming disproof of gravity.



# WE PAY FOR YOUR 1<sup>ST</sup> CAN OF BODY SHEEN

SIMONIZ' new one step cleaner-polish!

**BODY SHEEN has its own built-in cleaner...**

**Wipe it on...it CLEANS! Wipe it off...it GLEAMS!**

Now you can clean and polish your car easier and faster than ever before—because BODY SHEEN makes car-washing unnecessary\*. Furthermore, soap and water dull your car's finish. BODY SHEEN makes it gleam!

Just wipe BODY SHEEN on. Let it dry, then wipe it off—off comes dust, dirt, road grime, traffic smudge and even sticky tree sap. BODY SHEEN has its own built-in cleaner. Cleans better than washing—shines quicker and brighter than any polish alone.

#### **Weatherproof! Dirtproof!**

BODY SHEEN LOCKS OUT rain and dirt... LOCKS IN color and shine for months. Stops water spotting too!

BODY SHEEN is easier to use. Faster. Tests by an independent research company show motorists rate BODY SHEEN "best" by almost 3 to 1 in both speed and ease. And there's a reason. BODY SHEEN is the only cleaner-polish backed by world-famous Simoniz. No wonder it's the finest car polish money can buy! Get BODY SHEEN today.

\*If car is exceptionally dirty, remove heavy layers of gritty dirt with clear water.

**This no-cost offer is made to introduce amazing new discovery of Simoniz laboratories—BODY SHEEN**

#### **HERE'S WHY SIMONIZ MAKES THIS OFFER:**

We're anxious for you to try BODY SHEEN—and we want to know in your own words just what you think of this new product. We also want you to recommend it to your friends! Just follow these simple steps and get your full 98¢ refund:

1. Buy BODY SHEEN. Take it home and after using it...
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**SIMONIZ COMPANY  
P. O. Box 8137  
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Only one payment to a family. Prompt attention will be given your letter, but please allow up to 30 days for handling. Offer good only in Continental U.S. Expires July 31, 1954.





## Now Sleep Like a Baby . . . All Summer

New Westinghouse Mobilaire<sup>®</sup> Fan changes air  
throughout 4 or 5 rooms in less than 2 minutes

The Mobilaire has a no-draft, air-circulating system exclusively its own. Its special Air-Injector Rings principle *doubles* its cooling capacity over other 16-inch fans.

AT NIGHT... Placed *facing* an open window, the Mobilaire pushes hot inside air outdoors . . . pulls the cooler, fresher outside night air indoors. One Mobilaire can literally *change*

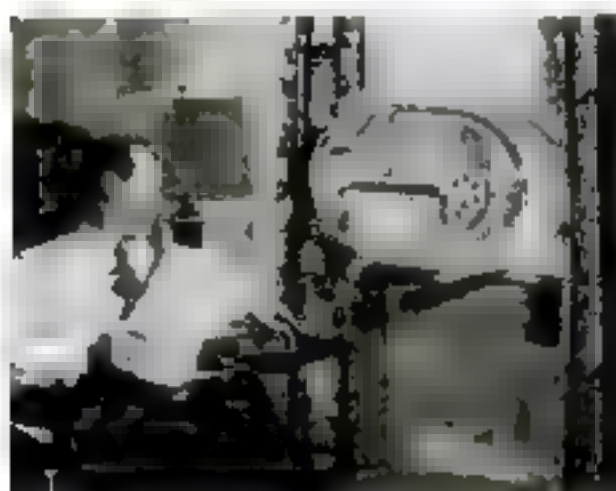
*the air in 4 or 5 rooms every minute!*

**DURING THE DAY . . .** The Mobilaire provides a gentle, cooling *indoor* breeze.

See for yourself how delightfully cool and restful a full night's sleep can be even in the muggiest weather. Try the Mobilaire in your own home.

Just ask your Westinghouse dealer.

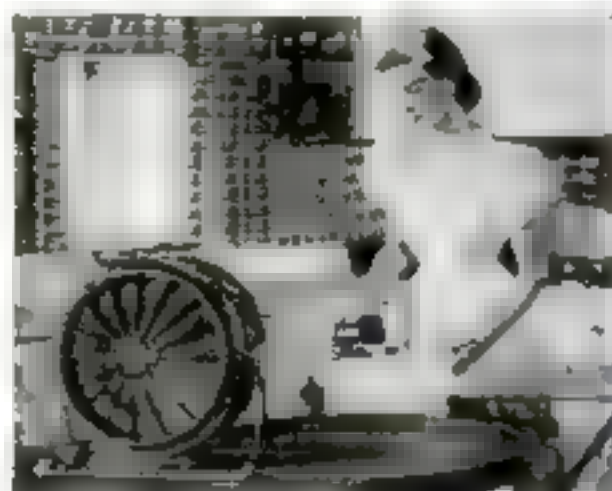
Your Westinghouse Dealer Has Other Fans, Too, for Every Cooling Need



**BIG TWIN WINDOW FAN** . . . A multi-use, portable cooling appliance; moves an enormous amount of refreshing air . . . 6,000 cubic feet per minute!



**VERSATILE RIVIERA . . .** Now 25% greater performance! Keeps you cool 4 ways: Blows out hot air, sucks in cool air, circulates room air, sprays "fountain" of air.



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MOTTLED WITH MONARCHS, BUTTERFLY BREEDER CARL ANDERSON STARES SERENELY AHEAD AS THE DOMESTICATED INSECTS SWARM ALL OVER HIS FACE

## MONARCH MAN

Texan breeds bushels of them  
to help map butterfly migration

Mr. C. A. Anderson of Dallas, a mild-mannered internal revenue supervisor, loves to investigate things. During working days he scrutinizes tax returns; in leisure hours he looks into the mysterious migrations of monarch butterflies. The monarchs travel great distances, flying north in summer and south in winter, but their routes are still not well known.

Each spring Mr. Anderson raises hundreds

of monarchs in cages. If released, they flutter about him, looking for a sip of sugar water. When the monarchs mature, he brands them and turns them out, alerting friends across the U.S. to watch for them. One of Anderson's butterflies turned up 1,200 miles away. But instead of clarifying the northward migration it added another enigma by flying cross country and winding up almost directly west of Dallas.





**Lee Chatopa Twill Matched Shirts and Pants** are ideal "travelers"! They stay fresh-looking all trip long, launder beautifully because they are Sanforized. You can buy your own Tailored Size in Fade-Proof Colors! COPYRIGHT 1964

# Practical Vacation Clothes

**LEE CLOTHES COMBINE CASUAL GOOD LOOKS WITH WORK CLOTHES WEAR**

So easy to solve vacation clothes problems! Just fit the family in famous Lee Work and Play Clothes. They're as good looking as quality sportswear, last far longer because they're woven extra-tight for work clothes strength. Sanforized to prevent shrinking! No guesswork about fit. You buy your exact Tailored Size, proportioned by sleeve and body length to fit your build. See the selection of Lee Clothes for men, women and children at your Lee dealer's.



**Lee Riders**, the authentic cowboy jeans, are Sanforized to stay your size, washing after washing. They ride low on your hips, hug your legs. Lee cowboy denim takes toughest vacation-time wear and tear.

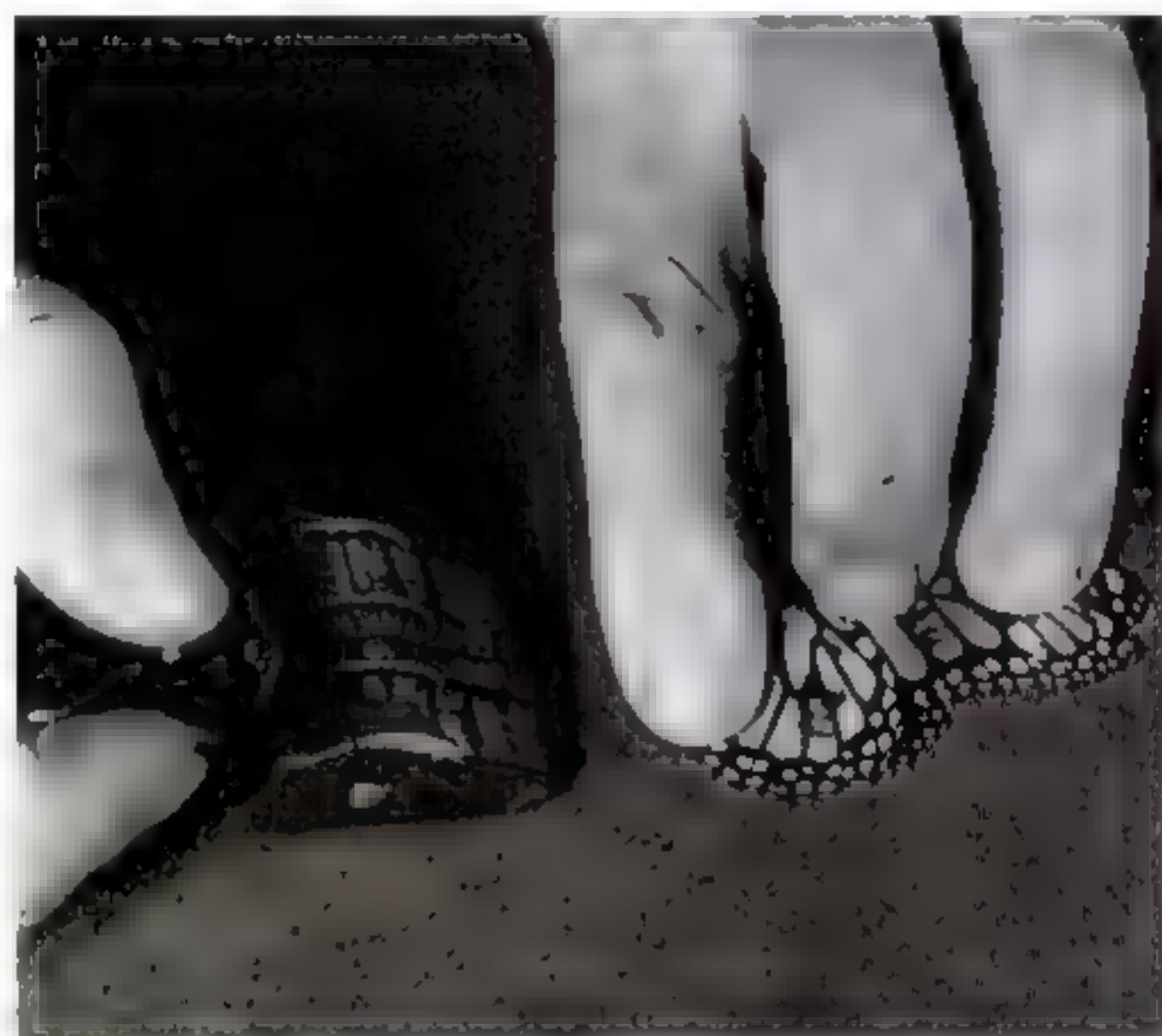
**THE H. D. LEE COMPANY**  
Kansas City, Missouri  
clothes for work and play



## Monarch Man CONTINUED



**CHRYSLISES**, formed by monarch caterpillars which hatch from butterflies' eggs, dangle from a cage roof. After eight days young butterflies emerge.



**BRANDING BUTTERFLY**, Anderson uses a stamp to ink serial number on wing. He calls process branding because "everything else in Texas is branded."



**RELEASING MONARCHS**, he tosses them into the air. This year Anderson will mark a thousand butterflies, expects to recover less than half a dozen.



This Ground Beef is so tasty and tender  
you'll enjoy it as much as a steak

*Spry makes the difference!*



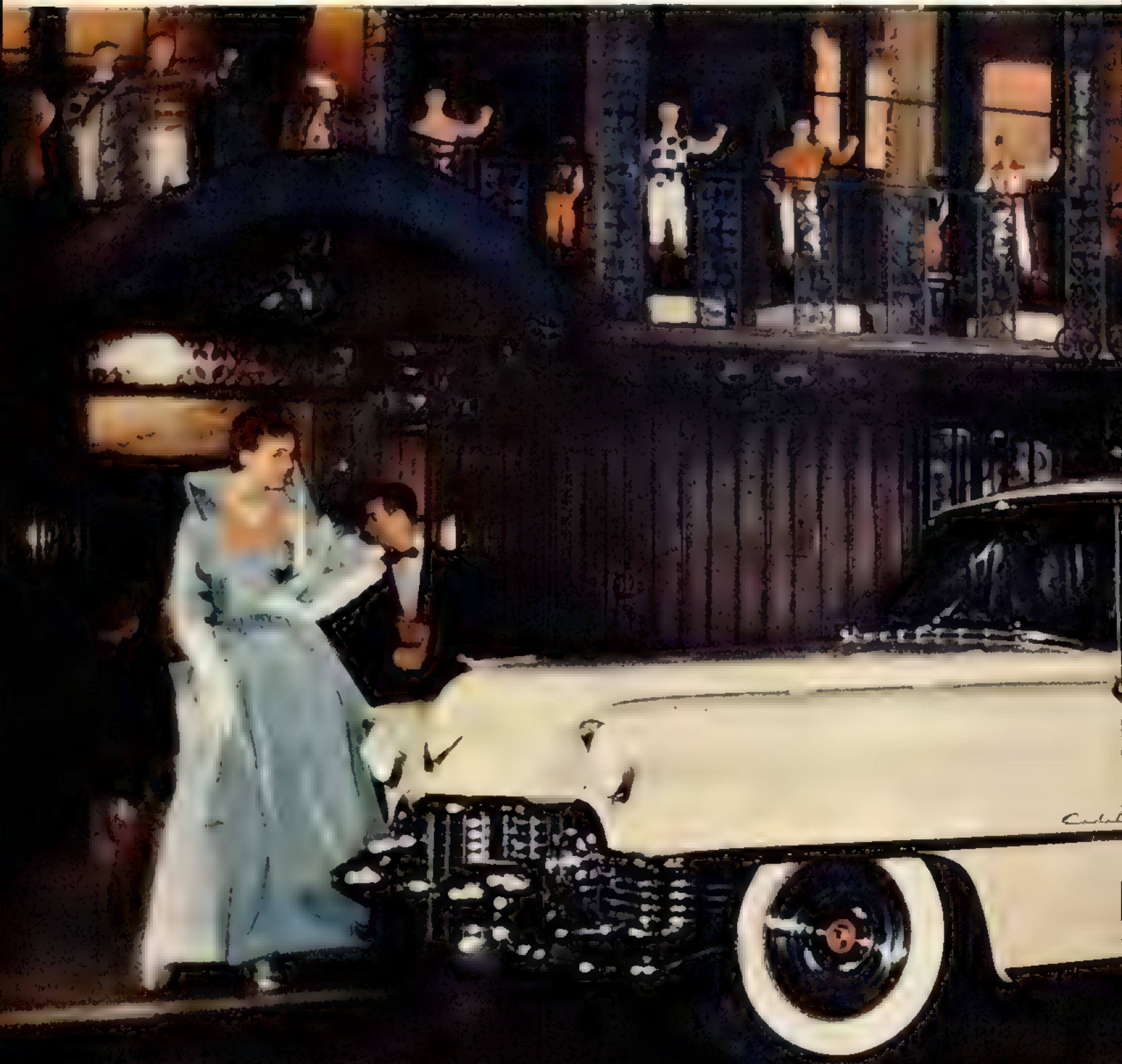
**Here's All You Do!** Season your ground beef with salt and pepper. Shape it into the form of a steak. Spread the top surface with Homogenized Spry. Broil 6-10 minutes. Turn, spread other side with Spry. Broil 6-10 minutes longer.

This little bit of Spry melting down into the meat, so it is so tender and delicious eating it even inexpensive ground meat. Just try it and see! You'll agree or Lever Brothers will return your money.

**Spry makes just about everything you cook taste better!**



*Night Scene by "21" • Gown by Christian Dior • Sedan by Cadillac • Fleetwood Body by Fisher*



on



cars only: CHEVROLET .



Inspired elegance of new-horizon styling! Yours exclusively in Bodies by Fisher—whose precision of fit and solid construction evidence the impressive investment recently made in improved building methods! For tomorrow's beauty today—as for safety and lasting worth—you're more than sensible to select a car with Body by Fisher.

*"Be careful . . . drive safely"*



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Wherever fine whiskey is enjoyed the call is for

# OLD Sunny Brook BRAND

Look anywhere in America—at a reception in the nation's capital, a country club dance in Kansas City, a beach party on Catalina Island—look everywhere men of good taste gather and there you'll find Old Sunny Brook. In the mellow Blend or the rich, smooth Straight, it's the world's favorite Kentucky whiskey.

*"Cheerful as its Name"*

(Photo - Washington, D. C.)



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LARGEST SELLING  
KENTUCKY WHISKEY



KENTUCKY BLENDED WHISKEY, 85 PROOF, 85% GRAIN NEUTRAL SPIRITS • KENTUCKY  
STRAIGHT BOURBON WHISKEY, 86 PROOF • THE OLD SUNNY BROOK CO., LOUISVILLE, KY.



# ARCTIC ARTISTS

## Hudson Bay Eskimos carve fish, animals and Eskimos

For more than a thousand years Eskimos of the Arctic have been carving figures out of stone, bone and ivory. Working with hand-made tools, they have translated the people, animals and activities of their everyday lives into simple, powerfully realistic images. Until recently these images, which are seldom more than a foot high, have been hidden away from the outside world. Instead of displaying them in their huts and snow-block homes, the Eskimos have wrapped them in cloth and tucked them away until a rare occasion when an honored visitor might be shown the objects.

One such visitor to the Hudson Bay region, a Canadian painter named James Houston, was introduced to the Eskimo carvings in 1948. Buying a handful, he took them to the Canadian Handicraft Guild in Montreal. So impressed was the guild that they sent him up to the Arctic for more. Since then Houston has brought back more than 20,000 carvings which have sold to museums and collectors all over Canada and the U.S. at prices ranging from \$1 to \$50. Already widely exhibited in Canada, they are now getting a major U.S. showing in an exhibit of 130 pieces which opens next week at the Phillips Gallery in Washington, D.C.



**PEERING** from his parka, a well-padded Eskimo, made from 7-inch piece of soapstone, surveys world.

**TRIMMING** wick of oil lamp, a mother tends to chores while her baby enjoys snug nap in her hood. →







Wives: Make him a gift of this amazing new hair preparation that ends this problem!

## Revolutionary new hair dressing won't grease-stain your hat!

Keeps hair *naturally* neat all day—no "slicked-down" look—and leaves no oily stain!

● Hair experts said it couldn't be done! But now, 30 years of laboratory experience have done it!

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

### Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable "spreading action." New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable* . . . keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

### Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



Won't leave oily stains on precious fabrics, holds hair naturally in place! Get the new Beau Kreml today! 69¢

## ARCTIC ARTISTS CONTINUED



MOONFACED GIRL in a one-piece dress and hood has trim little feet of whalebone.



HUNTER stands ready to hurl spear of walrus ivory through hole in ice to kill seal. Stone figures are usually soaked in oil to give them rich, dark color.



DANCER with hood tossed back bends his knees in crouching step and lifts head to sing.

### IF YOU HAVE DANDRUFF, ITCHY SCALP—

Use regular Kreml Hair Tonic. This famous product contains new anti-septic ingredients that kill on contact the scalp parasites commonly believed to be a cause of excessive dandruff. Regular Kreml Hair Tonic in the familiar yellow carton is not subject to the Federal cosmetic tax.



make your money do

**TWO**

jobs too!



## You can STRETCH \$5 a week to cover BOTH Saving and Insurance

Healthy, gurgling twin babies — more than a match for their Daddy . . . until he learns to do TWO jobs at one time. It's the same with your budget twins — saving and insurance. They're hard to handle on any income. So make your money do TWO jobs, too! You can stretch \$5 a week to cover BOTH saving and insurance with the United of Omaha 20-20 Plan.

You save money and have life insurance too!  
Your deposits are *Like Money in the Bank!*

At the end of twenty years, you get a Cash refund — \$260.00 a year deposited for 20 years is \$5200. That's your Cash refund — \$5200. **AND YOUR FAMILY HAS BEEN PROTECTED.**

This plan is flexible to fit your needs now and in the future.

You can do any one of these with deposits:

1. Take \$5200 Cash Savings.
2. Let your money grow until you're 65 or

older — then collect considerably more money than your original deposits.

3. Divide your money — take some in cash and a substantial paid up life insurance policy.

If you're between 1 and 55 and in good health — if you can save \$2, \$5, \$10 or more a week — United of Omaha has a 20-20 Plan to meet your needs. Get full information from United of Omaha . . . *A Billion Dollar Company*. Mail this coupon TODAY! It may be your first step on the road to *financial security!*

### FOR \$5\* A WEEK WITH UNITED'S 20-20 PLAN YOU GET

- \$7338 life protection for the first 20 years.
- \$5200 full cash refund at the end of 20 years, or
- \$8644 increased family protection for life, or
- \$6515 cash fund available, or
- \$7338 continued family protection (original amount) for life plus \$782.05 cash refund after 20th year.

\*Based on insured's age of 30.

### MAIL NOW TO SECURE YOUR FUTURE

UNITED OF OMAHA (Dept. L-554)  
UNITED BENEFIT LIFE INSURANCE COMPANY  
Omaha, Nebraska

I can save ☐ \$2 wk. ☐ \$3 wk. ☐ \$5 wk. ☐ \$10 wk. and want to know what this will buy for me under your 20-20 Plan. Please give me full particulars. No obligation whatsoever.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**United**  **OF OMAHA**

UNITED BENEFIT LIFE INSURANCE COMPANY

*A Billion Dollar Life Insurance Company*

Home Office: Omaha, Nebr. Service Offices throughout the United States, Canada and Hawaii



*Americas Oldest Hydraulic Shock  
Absorber Manufacturer Announces*

## THE **NEWEST** WAY TO A BETTER RIDE

This may be the first time  
you ever saw a shock absorber. Yet  
your car's riding comfort and  
safety depend largely on your shock  
absorbers. That's why the new  
GOLDEN GLIDE shock absorbers  
are so important to you.

### NEW

Golden finish  
Makes it easy for you  
to be sure you're getting  
genuine GOLDEN GLIDE  
shock absorbers.

### NEW

Fluted dust  
shield Protects  
parts  
Dissipates  
heat.

### NEW

Custom Built to fit  
your make and model  
Does exactly  
the job your car  
needs.

### IMPORTANT

Shock absorbers  
have a tremendous job  
to do—smoothing ride,  
controlling sway  
They work hard—  
they do wear out

### NEW

Fluted design.  
Provides air cooling  
Increases  
shock absorber  
life

### MAKE THE BUMPER-JUMPER TEST

Stand on the corner of your bumper—rock the  
car up and down, then jump off. If your car  
moves up and down more than once, you  
need new GOLDEN GLIDE shock absorbers.  
Buy them from your nearest auto parts jobber,  
repair garage or service station.

*for a Better Ride, its*

# Golden Glide

**SHOCK ABSORBERS**

*Custom Built by* Houdaille-Hershey Corporation  
Buffalo 11, New York

ARCTIC ARTISTS CONTINUED

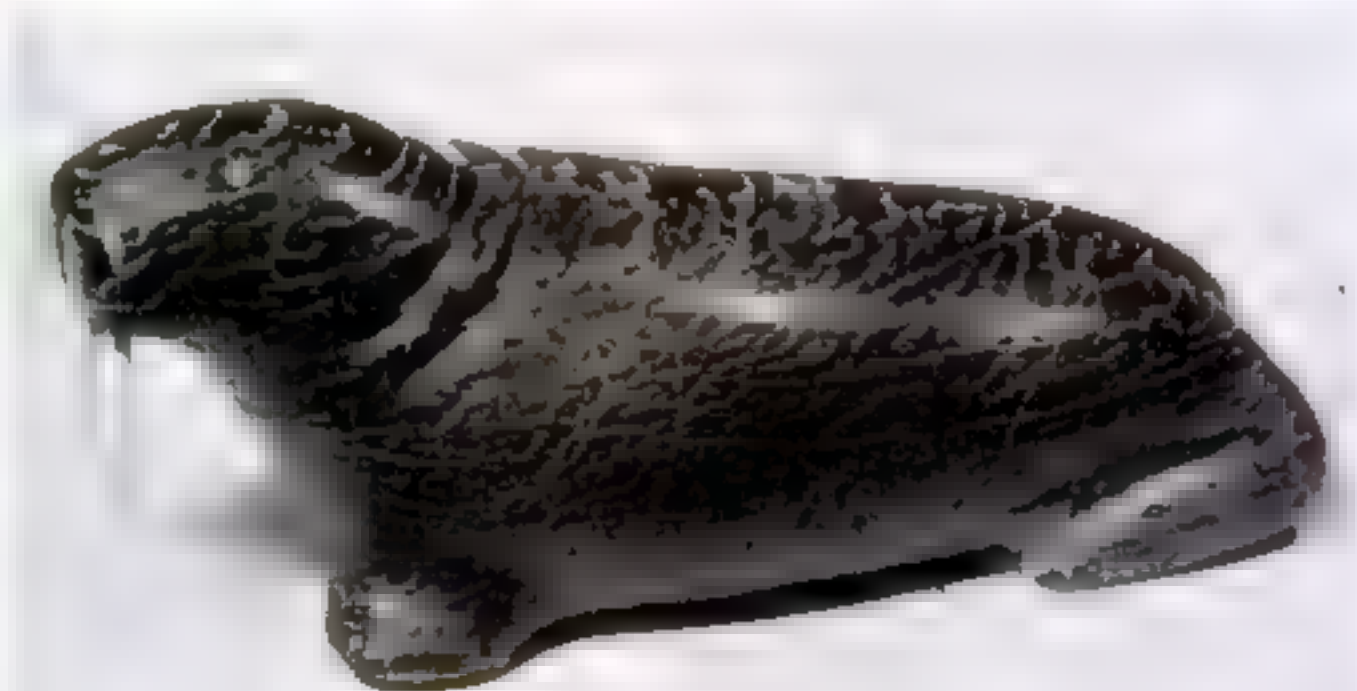
## HORNS, TUSKS AND FINS



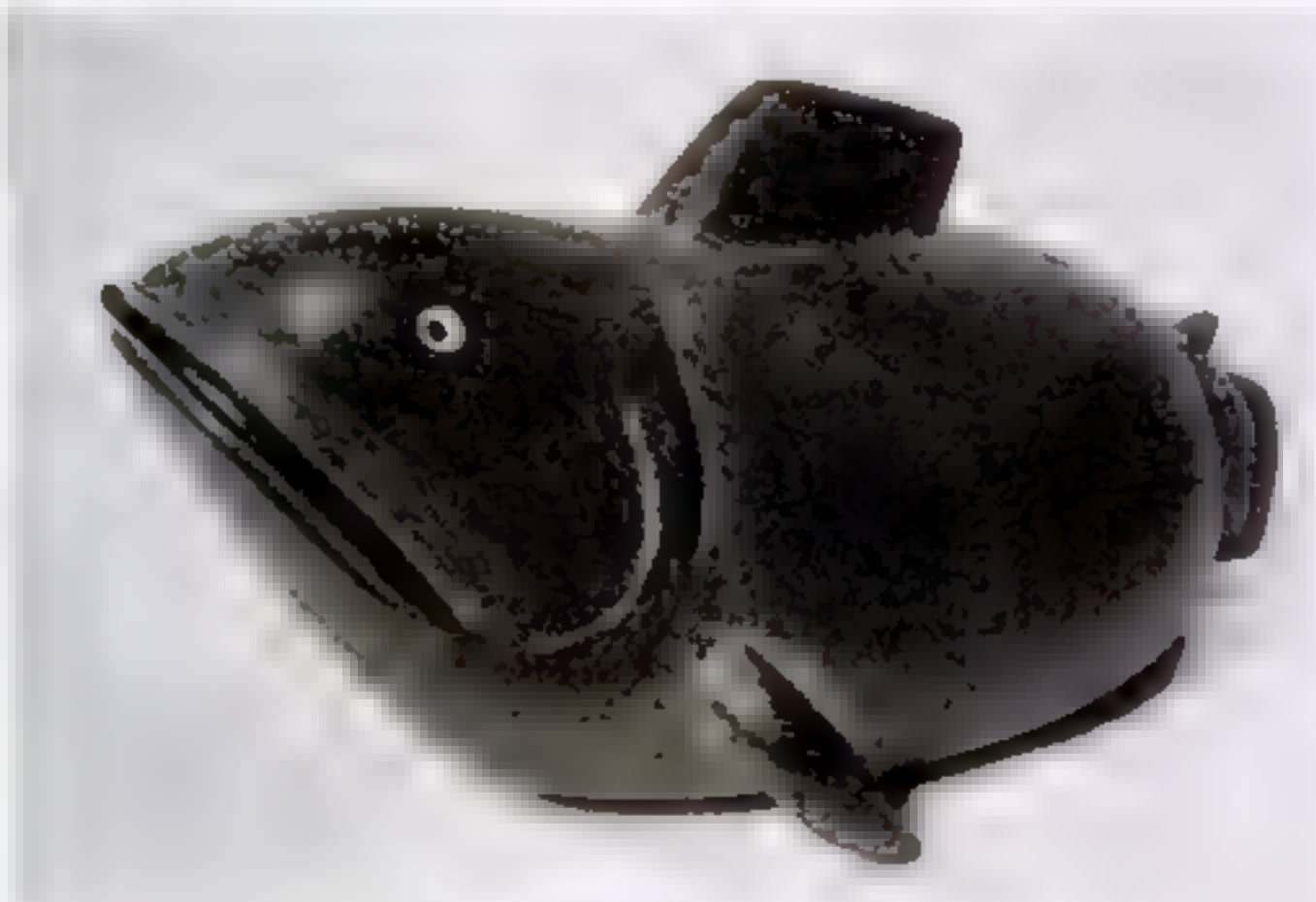
MUSK OX HAS HORNS OF IVORY, RIDGED BODY TO INDICATE THICK HAIR



UNDULATING OTTER WAS POLISHED WITH STONE TO MAKE BODY SLEEK



GRAIN OF STONE SUGGESTS RIPPLING WATER ON BACK OF A WALRUS



ROCK CODFISH WAS PORTRAYED WITH A STIFF LIP AND A GLARING EYE



Now you can be cooler than she is!

Tri-Tone rayon  
linen shirt \$3.95.

Denim walk  
shorts \$3.50.



This is the age of

**Wings**

LIGHTWEIGHT SPORT SHIRTS FOR MEN AND BOYS



Galey & Lord combed yarn gingham  
plaid, unconditionally washable \$3.95.  
Boys' Jr. sizes \$2.95. Prep sizes \$3.50.



Flightweight, combed cotton leno,  
exclusive Wing-free pockets \$2.95.  
Boys' sizes \$1.95.



Cool no-iron cotton crinkle, pin-  
picked trim \$2.95. Boys' Jr. sizes  
\$2.50. Prep sizes \$3.50.



Sheer 100% Dupont nylon open weave \$3.95.  
Boys' Jr. sizes \$2.95. Prep sizes \$3.50.



Seercheck, breezy acetate-Bemberg,  
famous Wings no-iron crinkle \$2.95.  
Boys' sizes \$2.50.



Washable linen-like rayon exclusive  
anchor motif \$3.95. Boys' sizes \$2.95

Tri-Tone rayon linen shirt \$2.95.  
Denim Player shorts \$2.50.



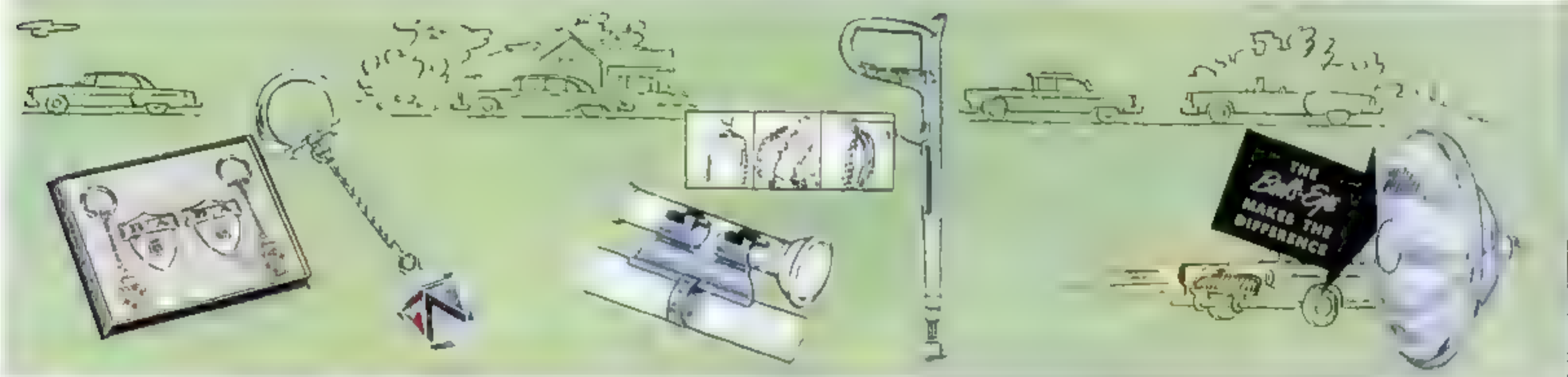
At value minded stores everywhere or write: WINGS • 4 W. 33rd St., New York 1



# FAMOUS NAME NOW ON SALE



**ADD AUTOMOTIVE LIQUI-MOLY**  
Anti-Friction Engine Plating, with your next oil change. Get more miles per gallon, use less oil, cut repair bills. Plates friction surfaces with Molybdenum Disulfide, one of the "slip-periest" substances on earth. 10½ oz. 1.50



## SIGNA-CRAFT

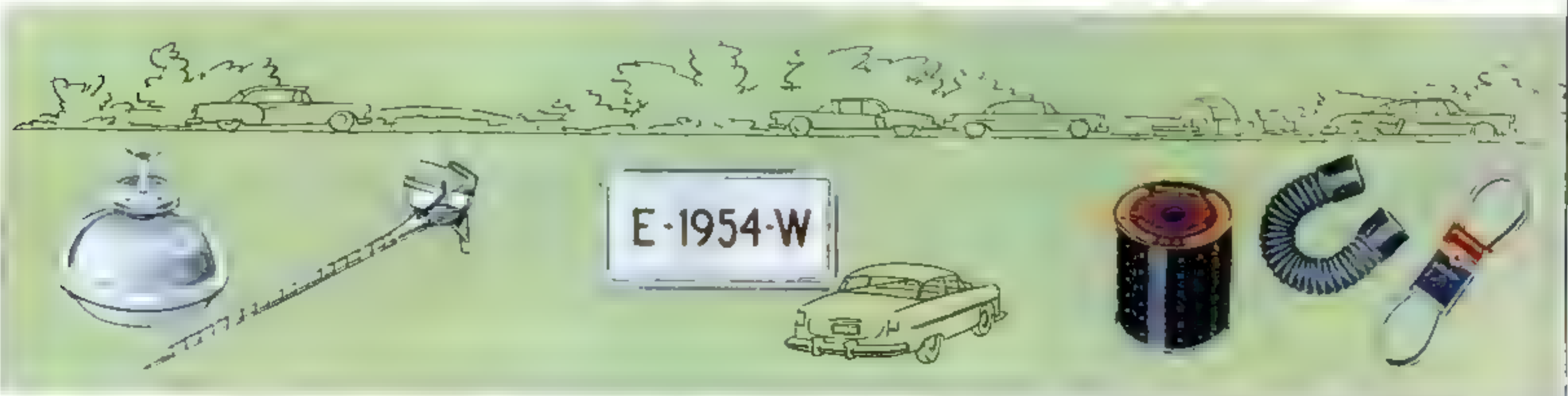
**KEY CHAIN GIFT SET** — Two handsome key chains with crest of your car and two personalized auto shields to attach to doors of your car . . . 2.98. **SIGNET KEY CHAIN** — "Jeweler's link" chain with your car's crest . . . 75¢

## KASTAR

**FLASHLIGHT HOLDER** — Handiest way to carry a flashlight in car or truck. Clamps on to steering post . . . 49¢. **CAR CLOTHES HANGER** — Holds up to 12 garments, keeps them neat, smooth, ready to wear. . . . 1.75

## AUTO-LITE

**BULL'S EYE SEALED BEAM UNIT** — Has everything for safest night driving. Exclusive Bull's Eye concentrates more light in the main driving beam, puts it where it counts. Burns even if lens is cracked or broken. . . . 1.95



## SUTONE

**CARRIAGE BELL** — It's the ding-dong Bermuda bell everybody wants for his car. Two musical tones. Foot-operated . . . 4.49. **CURB FEELER** — Chrome-plated, high luster finish. Easy to install, just clamps on . . . Pair 1.98

## U. S. METAL PRODUCTS

**U. S. PIONEER DE LUXE LICENSE FRAME** — Dresses up dull, drab license plates. Adds a handsome touch of sparkling chrome to any car. Fitted with clear plastic window — custom-crafted to fit your plates . . . 2.99\*

## FIRESTONE

**OIL FILTER CARTRIDGES, FAN BELTS AND RADIATOR HOSE** for every make and model car are priced to save you money at Firestone. Let Firestone's trained mechanics install the items you need for trouble-free driving.

Enjoy the Voice of Firestone on Radio or Television every Monday evening over NBC

THREE CONVENIENT WAYS TO BUY . . .

*This (or similar) merchandise available*



# PRODUCTS FOR YOUR CAR

# AT Firestone



## SIMONIZ BODYSHEEN

Clean and polish your car easier, faster than ever before. **BODYSHEEN** locks out rain, dirt . . . locks in color and shine for months. The only cleaner-polish backed by world-famous Simoniz. Big 16-oz. can . . . . . **98¢**



## O-CEL-O SPONGES

(A) A hand-fitting cellulose sponge for cars, walls, floors and large areas . . . it floats . . . **85¢**. (B) A handy sponge for home care . . . picks up spills quickly, keeps your kitchen and bathroom sparkling clean . . . . . **69¢**



## MAC'S PRODUCTS

**MAC'S-IT KIT** contains Mild Blend Special Cleaner and Super Glaze that actually hardens car's finish . . . **2.00**. **COOLING SYSTEM CLEANSER** is safe, fast, thorough, does the job with just one flushing . . . . . **1.35**



## SNUGL WHEEL WEIGHTS

Have your wheels balanced with **SNUGL** Wheel Weights for safer, smoother, more comfortable driving. Reduces shimmy, pounding, wobble. Saves tires, cuts repairs. Gives better fit, better balance, finer appearance

## FIRESTONE BRAKE LINING

You'll find at Firestone the most modern brake relining equipment, best trained mechanics and best quality brake lining. Drive in today and check Firestone's low prices for complete relining.

## RICH-LITE

**EXHAUST DEFLECTOR** — Chrome with ball-front that looks like a closed exhaust pipe. Exhaust deflects downward . . . **2.09**. **HEADLIGHT VISORS** — Chrome-plated. Equipped with red reflectors. No holes to drill, Pr. **69¢**



## FIRESTONE SEAT COVERS

**CUSTOM-TAILORED BY HOWARD ZINK**—Newest styles and patterns. Designed for extra-smart appearance, fashioned to fit your car, tailored and finished like your finest suit. Made better so they last longer. . . . . Low as **18.95**

## FIRESTONE SUPREME NYLON TUBELESS TIRE

Blowout-safe because of its inner safety diaphragm and patented safety valve. Puncture-safe because of its inner liner of soft, gummy butyl rubber. The exclusive Safti-Grip Tread gives three-way protection against skidding and the new Super-Safti Gum-Dipped nylon cord body is so strong you'll get amazingly long mileage.

*in Canada at slightly higher prices*

Copyright 1954, The Firestone Tire & Rubber Co.  
Prices subject to change without notice  
\*Slightly higher in sections of the West.

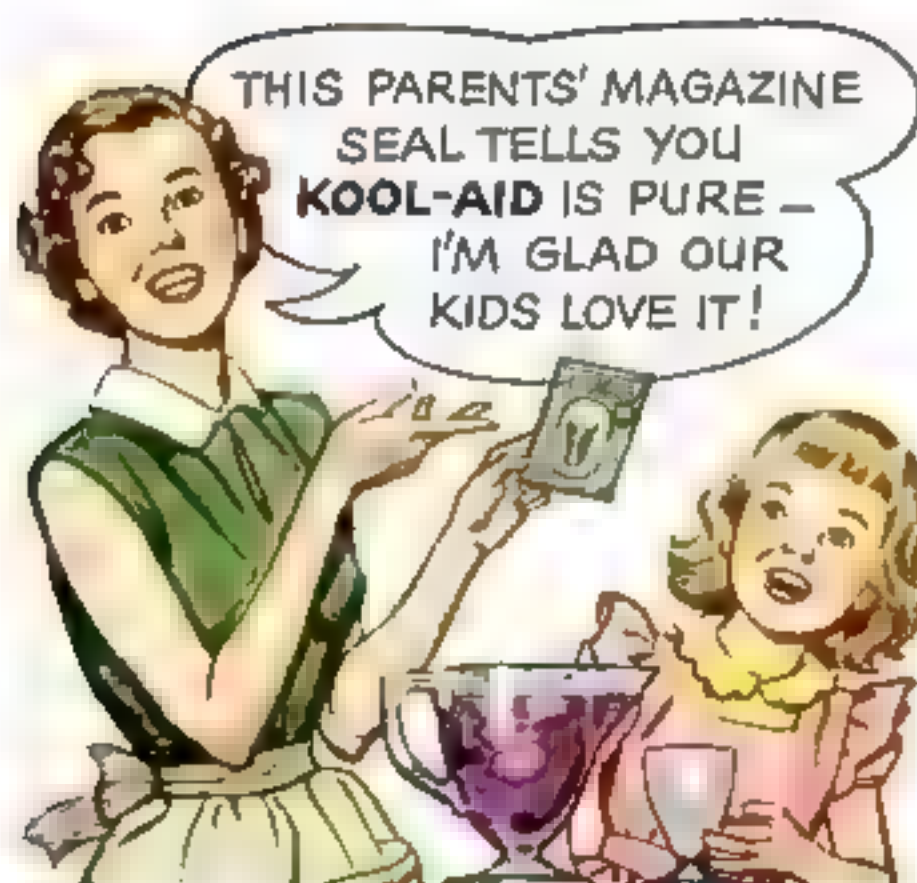
**BUDGET TERMS, 30 DAY CHARGE OR CASH**





Millions and millions and millions love Kool-Aid... and you will, too!

**Kool-Aid... 5¢ package makes two quarts**



© 1984 PERKINS PRODUCTS CO.



**Kool-Aid is America's favorite drink in an envelope**

ANOTHER FINE PRODUCT  
OF GENERAL FOODS





**HIGH PRIEST** on the Samaritans' sacred mountain raises 77-pound brass-bound Torah scroll, which contains Laws of Moses, during prayer at Passover. Samaritans believe it is original manuscript written after flight from Egypt.

# The Last of the Samaritans

**A FEW SURVIVE, REMEMBERED IN PARABLE BUT FORGOTTEN BY WORLD**

History has not been good to the Samaritans. A dissident Jewish sect, they lived in Biblical times in the town of Samaria, a few miles north of Jerusalem. Though they once numbered their people in the tens of thousands, they were overrun by the Romans, rejected by the Jews. Except for the Samaritan of Christ's parable who stopped on the road to Jericho to help the traveler fallen among thieves, they have long been forgotten by the world. But, surprisingly, a few hundred Samaritans still survive, living today in a wretched corner of their once great city, now an Arab town called Nablus, just over the Israeli border in Jordan.

Outlawed 2,500 years ago from orthodox Judaism, the Samaritans set up their own fundamentalist doctrine based solely on the first five books of the Old Testament (p. 80) and centered around Mount Gerizim, which

is their Zion. Each year at Passover, to celebrate the liberation of the chosen people from Egypt, the Samaritans ascend the mount on which they believe Abraham offered to sacrifice his son, pitch tents and spend a week of prayer and feasting. Unlike other Jews who no longer make blood sacrifice, the Samaritans try to follow the ritual laid down in Exodus (Chapter 12). They kill seven male lambs and offer the right foot and entrails to the high priest. Because the Lord told his captive people to mark their houses with blood so he could pass them by when he struck down the Egyptians, they once smeared their tents with the blood of the lambs. But this has been abandoned in recent years because the poverty-stricken Samaritans, who have no tents of their own, have been forced to borrow tents from their good-Samaritan neighbors, the Arabs of Jordan.



# Get Reliable TV and Radio Repairs...at Fair Charges!

**ASK YOUR  
SERVICE-DEALER  
FOR THIS  
CERTIFICATION  
TAG!**

## Certified QUALITY SERVICE

This certifies that parts used in servicing this set are new and of standard make and quality. All charges are made in accordance with industry standards.



### Facts about your TV set

GEORGE W. GLEASON  
Gleason Radio & Television  
2501 W. 14th Ave., West Ridge, Colorado  
A Certified Quality Service dealer.

"If your TV is more than a year old, you probably have noticed how much dimmer the picture is than the one you see in newer sets. Naturally some of this difference is caused by age. But the big difference is in the type of picture tube.

You see, more and more of the newer sets have Mirror-Back tubes. This new kind of tube has a thin film of bright aluminum directly behind the screen. Like the silver on the back of a mirror, this aluminum film actually mirrors all the light, so you automatically get a much clearer, brighter, sharper picture.

Why don't you ask your nearest CQS service-dealer to replace your old picture tube with a new type CBS-Hytron Mirror-Back tube?"

*Knowing about the latest improvements and how to make the most of them is the responsibility of every CQS service-dealer.*

Call a Certified QUALITY SERVICE dealer...

He has the hard-earned technical knowledge... experience... and expensive, latest equipment so necessary for the best in TV and radio service.

**All Certified QUALITY SERVICE  
dealers display this sign.  
LOOK FOR IT!**

**Certified  
QUALITY  
SERVICE**

WE CERTIFY  
QUALITY OF PARTS  
AND SERVICE  
FAIR CHARGES



This program is sponsored for your benefit by

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## SAMARITANS CONTINUED



**SETTING UP PASSOVER CAMP** 10 days before the holy days, Samaritans established families and livestock at traditional site near the summit of Mount Gerizim. White sheep used during the sacrificial offering are at right.



**PLAYING AT SACRIFICE**, two Samaritan children act out part of priests as third pretends to be sacrificial lamb. Though women and children always come up to the Passover camp, only men take part in principal ceremonies.



**SLAUGHTERED SHEEP**, which are considered to be disqualified if not killed cleanly with first stroke of priest's knife, lie near pit where they will be roasted. Afterwards they are eaten with unleavened bread and bitter herbs.

CONTINUED ON PAGE 79



# I've got it... **TOP OCTANE** *Sky Chief* **SUPER-CHARGED** with **PETROX**



## **DELIVERS MAXIMUM POWER ... CUTS ENGINE WEAR!**

**M**ILLION-MILE test proves these facts: New top octane Sky Chief, Super-Charged with PETROX, an exclusive petroleum-base element developed by Texaco engineers, gives you ...

**MAXIMUM POWER**—yet actually **CUTS ENGINE WEAR**. Protects valves, valve guides and valve seats, pistons and piston rings against wear, glazing and harmful deposits. Ring wear on test cars reduced up to 45% ... *spark plug life and efficiency prolonged over 300%!*

**A CLEANER, SMOOTHER ENGINE**. Intake system deposits were cut down as much as 38%. This kind of engine cleanliness means smoother, knock-free performance.

**VISIBLE ECONOMY**. New Sky Chief keeps your engine younger ... to give you maximum power with less wear. Result: lower repair bills ... and real extra gasoline mileage you can check on your speedometer.

**CLIMATE-CONTROL**. New top octane Sky Chief is 100% *Climate-Controlled* — especially blended for top performance in each one of the 25 weather areas of the U.S.A., as established by Texaco engineers.

For a new smoothness, a new responsiveness — quicker starts and warm-ups, faster get-aways, knock-free power to spare for highway and hill — fill up today at your Texaco Dealer, *the best friend your car has ever had.*

**TOP OCTANE** *Sky Chief*  
*Super-Charged* with **PETROX**

at **TEXACO DEALERS** in all 48 states

Texaco Products are also distributed in Canada and Latin America

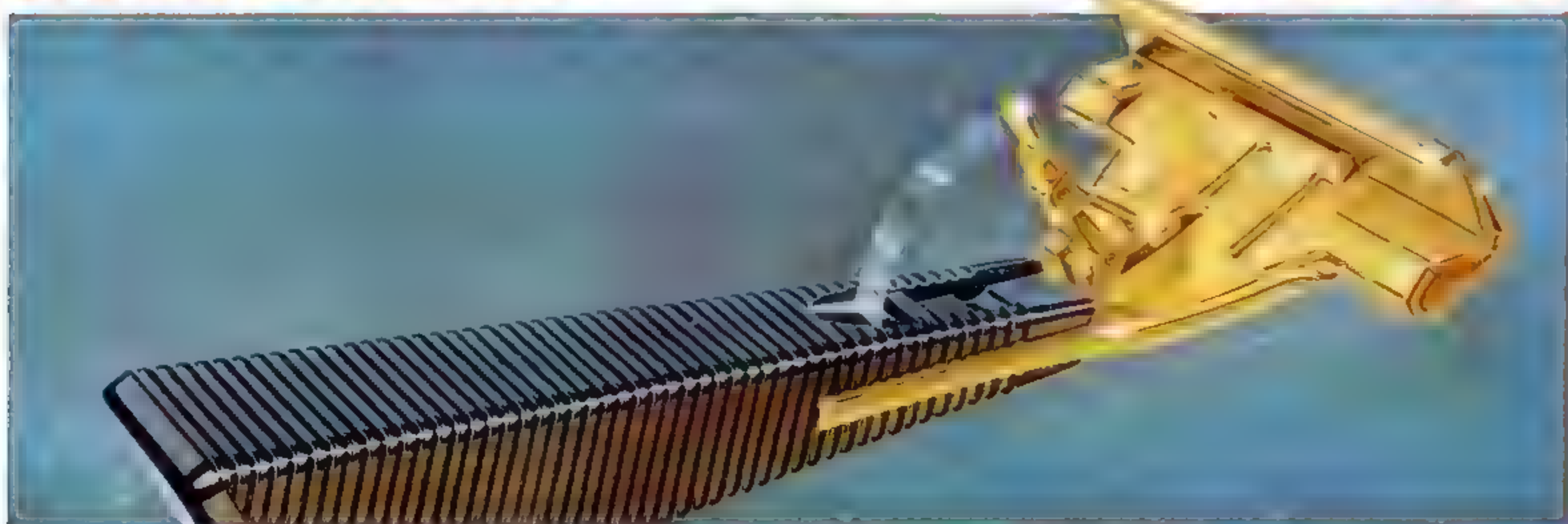




*All New! All Automatic!*

# EVERSHARP *Hydro-magic* RAZOR

SCHICK INJECTOR



cleans itself  
automatically

changes blades  
automatically

smooths down skin  
automatically

for closer, faster,  
safer shaves!

**NEW! AMERICA'S FIRST  
REALLY NON-CLOG RAZOR!**

Flip the lever up—blade vibrates itself  
sanitary—clean under running water!  
Flip the lever down—blade is "locked"  
in precisely correct position for *faster,*  
*closer, safer, more comfortable shaves.*



**NEW! YOUR FINGERS  
NEVER TOUCH THE BLADE!**

New Blade Changer empties razor—  
*instantly* loads it with fresh blade, in one  
simple motion—no need to open, close, or  
adjust. Blade alignment is always ex-  
actly right, *automatically.* No twisting,  
no turning!

Push-Pull,  
Click-Click!  
Blade's Locked—  
Shaves Slick!



**NEW! SHAVES CLOSER—  
YET YOUR FACE ALWAYS FEELS  
COMFORTABLE!** New, patented Guide  
Bar automatically smooths down skin  
like barber does, so blade is always at  
correct shaving angle for closer, faster,  
more comfortable shaves!

GUIDE BAR GRIPS  
SKIN AND SMOOTHS  
IT OUT SO



WHISKERS STAND  
UP AND BLADE  
SHAVES RIGHT  
AT BASE

RESULT IS  
ALWAYS  
CLOSER, FASTER,  
SAFER SHAVES



COMPLETE KIT  
with all-new, all-  
automatic razor  
and 24 Hydro-  
Magic Blades!  
YOURS FOR ONLY

**\$189**

NEW "HYDRO-MAGIC GOLD BLADES"  
— sharpest, longest-lasting! Exclusively  
engineered just to fit Eversharp  
Hydro-Magic Razor. 24 BLADES ONLY **98¢**

© 1954, EVERSHARP Inc.,  
New York • Chicago • Toronto





AT A CIRCUMCISION a group of Samaritan women, who have collected inside the tent of baby's mother (right), try to drown out the baby's wails by singing, clapping hands together and thumping on special tambourines.



AT A FEAST on the second night of Passover a priest prays as he partakes of the traditional foods. The bottle holds arrack, a liqueur which Samaritans make themselves to sell as well as for use in ceremonies and feasts.

CONTINUED ON NEXT PAGE



with an  
**O-CELO-O**  
Sponge

here's why—

Bright, colorful O-CEL-O Sponges make dish-washing faster because they're easy-to-hold, easy-to-use. Always at your fingertips because they float. Hold lots of water and suds . . . soaps and detergents last longer, too! Many beautiful colors, many convenient sizes from 19¢ . . . it's America's favorite sponge!



O-CEL-O © Genera Mills, Inc.



*Your Telegram, too  
... is part of the Wedding!*

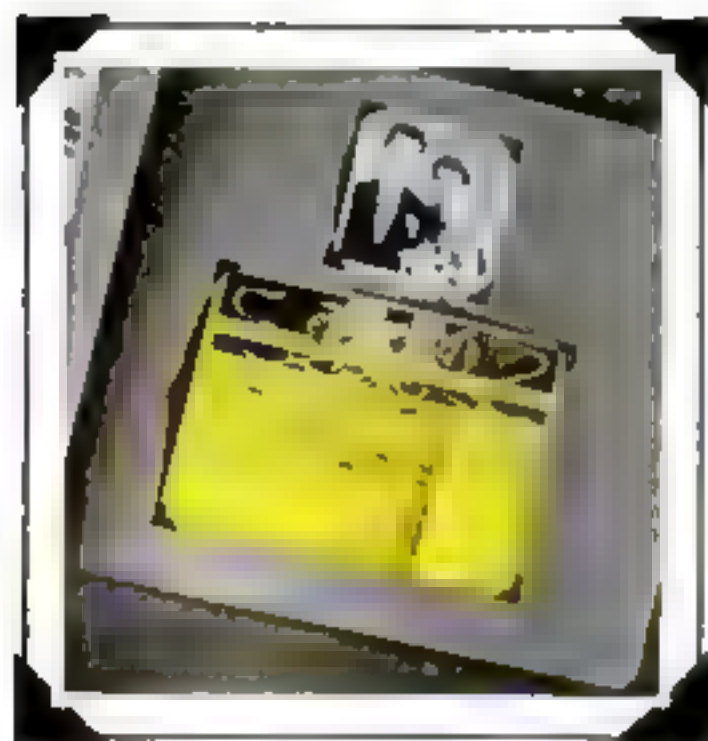


the telegram  
you send them...

will brighten their  
wonderful day



and be cherished  
for years to come!



*On any Occasion  
it's wise  
to wire*



**WESTERN UNION**

**P.S.**

A Western Union Telegraphic Gift  
Money Order makes a perfect... and most useful  
gift for a newly married couple.

## SAMARITANS CONTINUED



IN THEIR ANCIENT HOLY PLACE Samaritan men gather on the spot on mountain where they believe the Lord buried stone tables of law. A priest stands silhouetted against sky as the men pray on final morning of Passover.

## Their faith has endured the troubled centuries

The religious rift between the main body of Judaism and the Samaritans began in the Fifth Century B.C. when the Hebrew scribe Ezra led the tribes of Israel back to Jerusalem from the captivity and dispersal in Babylon. The Jews dwelling around Samaria had escaped the long period of exile, and because they had intermingled with their conquerors, Ezra looked upon them as racially and religiously impure. When he sternly rebuffed their offer to help rebuild the temple of Jerusalem, the Samaritans began a rival temple on Mount Gerizim which they claimed was the original location of the Garden of Eden and the only lawful site commanded by the Lord for his house.

In the long bitter conflict which followed, the Samaritans evolved their own priesthood, a separate temple, and a theology which holds there is no true prophet except Moses and no law save that given him by God in the Torah, or Pentateuch. They came to hate and be hated by the main body of Judaism. By the time of Jesus they were so despised that the name Samaritan was synonymous with lowliness. It was because of this that Jesus in his parable chose the Samaritan to show that an act of mercy could exalt even the humblest of men.

Despite their low estate the Samaritans, showing stubborn spirit, rebelled against their rulers. Their last revolt in 529 A.D. against the Roman Emperor Justinian was put down so ruthlessly that the Samaritans never recovered. Twenty years ago the population was down to 150; it has since risen to around 300. But the Samaritans take comfort from their diminished numbers, remembering that it was written of the chosen people (Deut. 28:62): "Whereas you were as the stars of heaven for multitude you shall be left few in number..."



DOWN FROM THE MOUNTAIN after six hours of prayer and chanting which concludes seven-day Passover celebration, worshipers march in ceremonial robes, slowly make way toward camp and the journey home to Nablus.



**KING SIZE and REGULAR**

**Old Gold promises just  
the relaxing pleasure  
of fine and friendly tobaccos!**



3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



**TODAY IS THE DAY** to turn to Old Gold and take comfort in this fact: Ever since 1760 the makers of Old Golds have provided millions and millions of people with the relaxing pleasure of fine

and friendly tobaccos—that's almost 200 years of honest and respected tobacco craftsmanship! In both king size and regular . . . Old Gold is a name you can trust . . . a treat you can trust.



# See what a GE Upright



## Save on food bills!

Many G-E Freezer owners say they save \$120 and more each year. One way is by buying meats and other foods in season when prices are low.



## Shop only when you want to!

With a G-E Freezer you can avoid bad-weather shopping trips altogether. And—you'll find you shop far less often.



## All meals are easier to prepare!

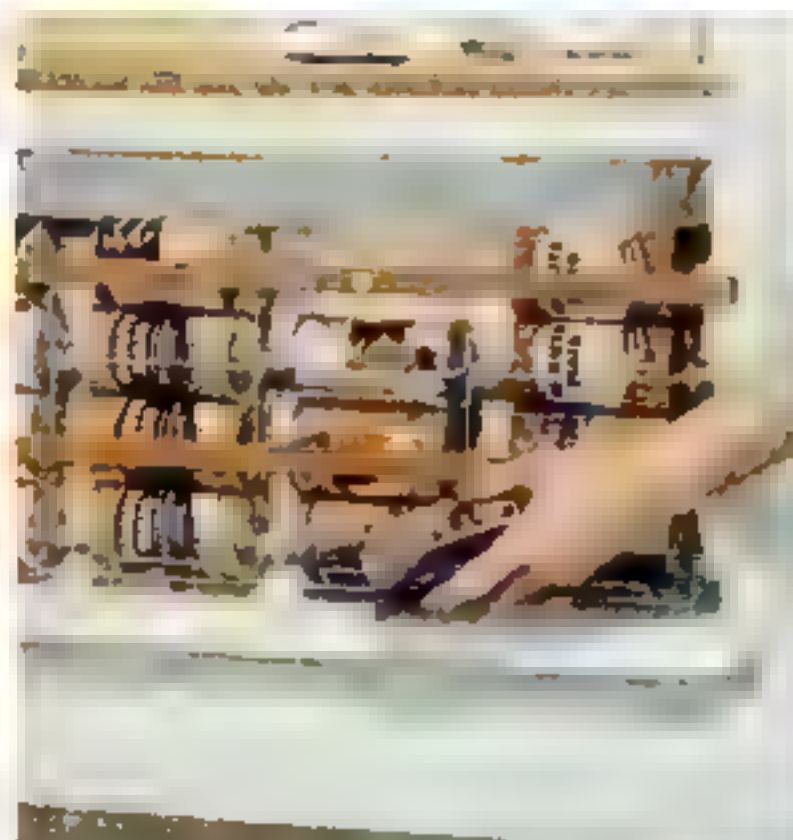
Your G-E Food Freezer saves you time and energy—lets you live so much better. And there's no last-minute preparation of food.

*Only General Electric gives you these new, exciting conveniences and fingertip advantages!*



## Ice cream ready for serving!

Special Ice Cream Conditioner keeps a gallon and a half of ice cream at scooping temperature.



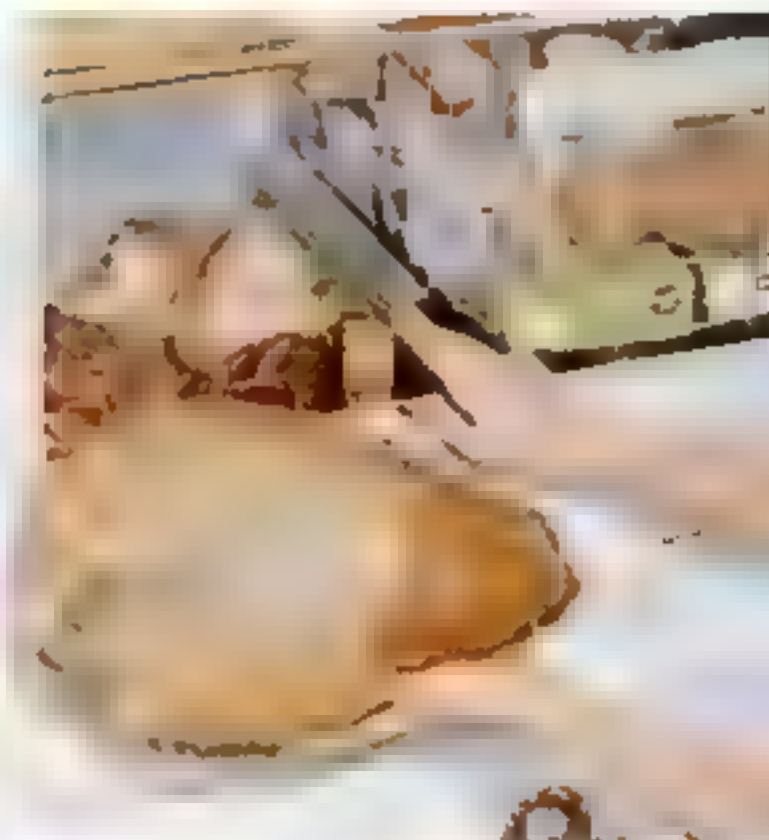
## Fruit juice at your fingertips!

New frozen juice dispenser keeps 16 cans of frozen fruit juice within easy reach.



## Handy, sliding shelves!

Adjustable, sliding shelves glide out, making it easier to reach things at back of freezer.



## A place for bulky packages!

A hidden Stor-well at the bottom of the freezer holds bulky items such as hams and turkeys.

\*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice.

GENERAL  ELECTRIC



# TWO WAYS TO ENJOY MY NEW CORN



A NEW "FRESH-FLAVOR" PROCESS makes the Green Giant's new corn (Niblets plain or with sweet red and green peppers added) look and taste as no canned corn ever did before. This process "quick-cooks" the tender kernels in *one-fifth the usual time*—locks in new natural color, new natural flavor. See the difference—*taste the difference tonight!*

NEW PROCESS  
**NIBLETS®**  
**MEXICORN®**  
CORN WITH SWEET RED  
AND GREEN PEPPERS

NEW PROCESS  
**NIBLETS®**  
WHOLE KERNEL CORN

Green Giant Company, headquarters, Le Sueur, Minnesota.  
"Niblets" and "Mexicorn" are trade-marks Reg. U. S. Pat. Off. GGC Co. ©GGL Co.

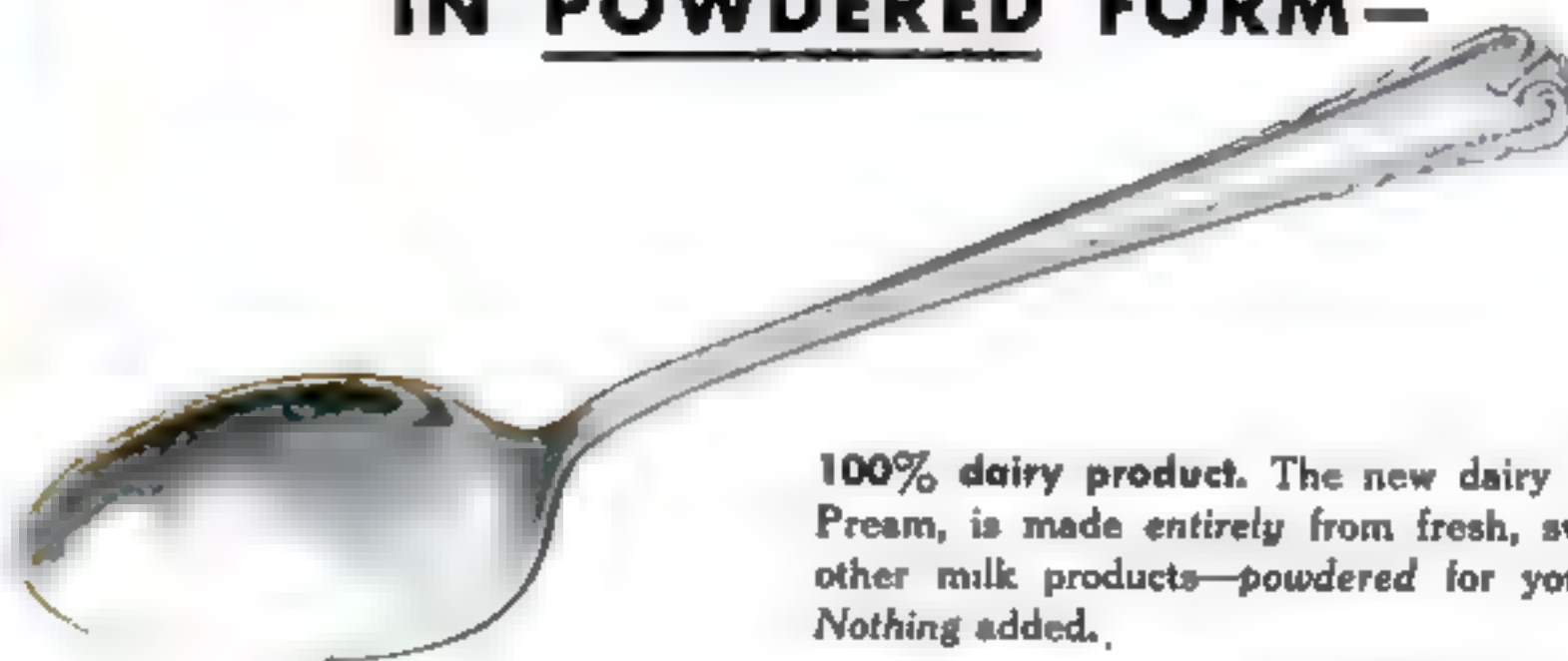


New miracle way  
to "cream" your coffee!



# PREAM

**DELICIOUS 100% DAIRY PRODUCT  
IN POWDERED FORM—**



**100% dairy product.** The new dairy miracle, Instant Pream, is made entirely from fresh, sweet cream and other milk products—powdered for your convenience! Nothing added.

**Stays fresh without refrigeration.** Because it's in powdered form, you don't have to refrigerate Pream.

**Never sours! Never "turns"!** Pream keeps indefinitely while sealed. When opened for regular use, it stays fresh-tasting to the last spoonful.

**Saves over 1/3.** One 4-ounce can of Instant Pream equals 2 half pints of coffee cream—yet costs so much less.

**Dissolves instantly.** Just put a spoonful of instant-dissolving Pream on top of your hot coffee—or tea or cocoa. Stir to blend. It's so easy to make your favorite beverage more delicious with Pream . . . any time, any place! Your food store has Pream now.



The new way to  
"cream" it is  
to Pream® it!



© 1964, M&H Dietetic Laboratories, Inc.  
Columbus 16, Ohio





**PROTESTING**, Coach Sam Greller (left) backed by a judge (foreground) argues referee's ruling as worried young spectator watches. Referee backed down.



**FAGGED**, Coach Greller mops his brow after match. Later he wandered around pool, asking his excited, overheated friends if they wanted to take a shower.



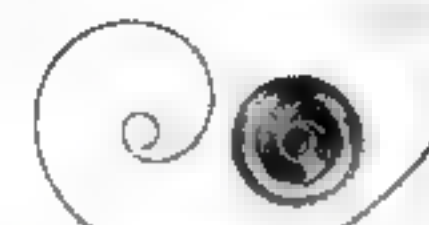
**KNOCKED OUT** of action by a punch in the windpipe, Gunnar Hemstrom of Detroit is pulled out to poolside. After a couple of minutes he went back in.

## Unbreakable DuraPower Mainspring Now in Wadsworth Watches from \$19<sup>95</sup>

Look for   
on the dial—  
symbol of  
unbreakable  
**DURAPOWER  
MAINSRING**



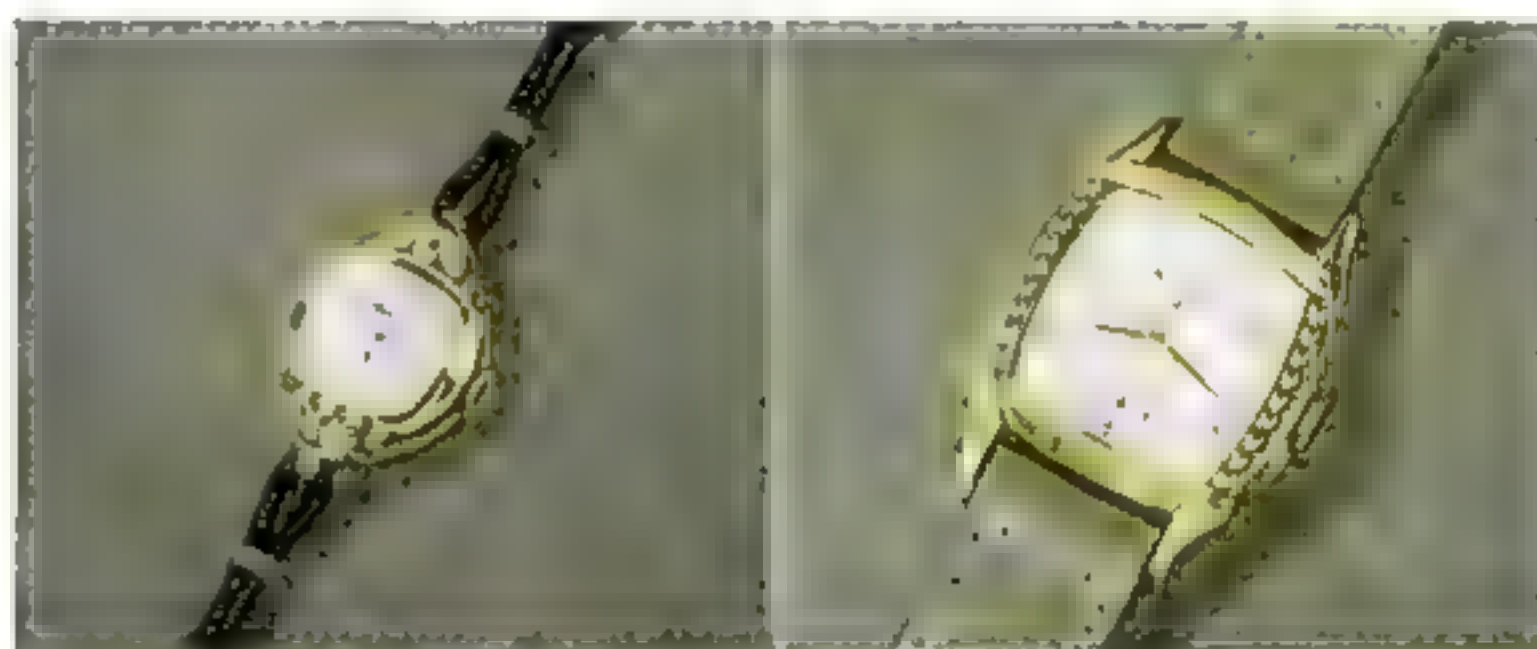
7 years in highly humid atmosphere didn't rust DuraPower Mainspring (above). Same conditions destroyed steel mainspring (below) in 18 days. (Rust causes the most mainspring failures.)



DuraPower (above) and steel mainspring (below) after 1 year in a tightly coiled condition. The steel spring tends to stay coiled. (Loss of "springiness" results in loss of accuracy.)

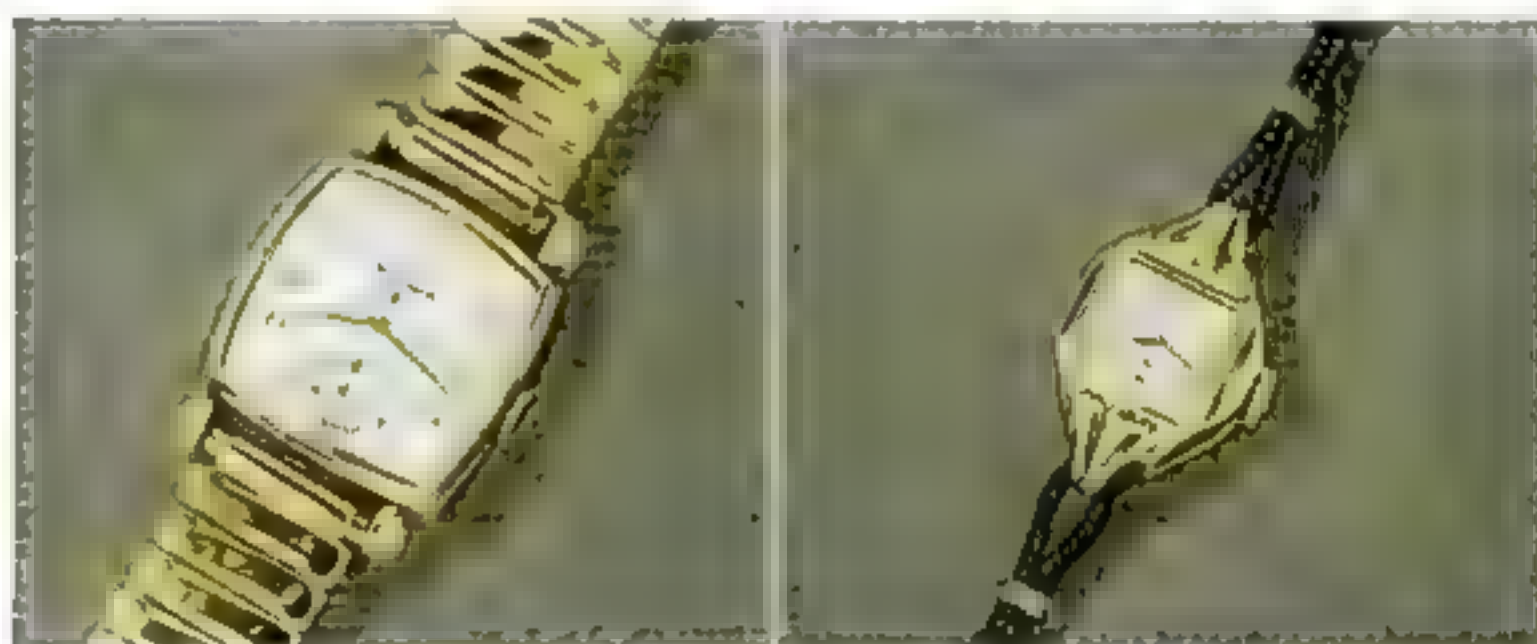


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**TERRACE SUPPER** for eight is given by Lord & Taylor's dress designer, Bonnie Cashin, at her apartment in New York, which looks out to Rockefeller Center. On the table (*foreground*) are hors d'oeuvres. A brass brazier (*left*) contains the main dish, a casserole of paella. In center of the large table are casserole of kidney beans vinaigrette and a wicker tray full of cold asparagus tied in clumps with pink ribbons. Tableware is not matching set but things Miss Cashin has collected. Christmas tree lights are strung through privet hedge for sparkle. Like cushions and shrubs, Miss Cashin is decorated in her favorite color, green.



## Ten Minutes before the Party

TABLE SET AND FOOD READY, FOUR SUCCESSFUL HOSTESSES CHECK UP

Hostesses in the U.S. nowadays spend more thought than money on their parties and do most of the work themselves. When they come to the point, 10 minutes before the party, of surveying their handiwork, they can make sure that the table looks well, cigaret boxes are full, the candles are lighted, the food is keeping hot. But even an old hand at party-giving at this point feels qualms over something possibly going wrong and quivers at anticipating

a successful evening. The four hostesses shown on these pages at the preparty inspection have local reputations for being successful party-givers, but their approaches to entertaining their friends are widely divergent. What each serves for a supper party and how each cooks for it is explained on the pages following the color. Also included is a child's party shown 10 minutes before the small guests arrive while balloons, favors and hostess are still intact.





**SMALL TABLES** in dining room of Kathleen Winsor, author of *Forever Amber*, supplant large dining table. Break party up into informal groups. Spotlight behind Venetian

linds (right) of and her w. can fles, lighted antique French onkers stand s. ec. grow. catering to women. In this elegant setting, a serves simple supper of lamb, can'ted carrots





## TEN MINUTES BEFORE CONTINUED



**SOUTHERN BUFFET** set by Mrs. Owen Cheatham of Augusta, Ga. loads table with Virginia ham, creole shrimp, beaten biscuits, roast turkey, wild rice. Mrs. Cheatham bought

her lace tablecloth in Italy. The Victorian coffee service is a family heirloom. The coffee cups are Strange Orchid, Coalport china. Epergne holding flowers is a Regency piece.



**AFTER-CONCERT BUFFET** is set for six in Philadelphia by Gloria Braggiotti and her artist husband Emlen Eting. Mrs. Eting decorates her table and dresses to match the

colors of her husband's mural behind the table. Spaghetti is in the copper pot; meat sauce is brought in steaming later. Whole wheat bread and salad are on wooden servers.





**CIRCUS PARTY** incorporates many practical ideas. Food is on table in background: fried chicken legs in basket, hot rice and peas in casserole. Children help selves, bring food

to table where dime-store mugs for milk are marked with their names gummed. Drum in background holds dessert. On big table shoe box made into circus wagon holds lollipops.



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of the way  
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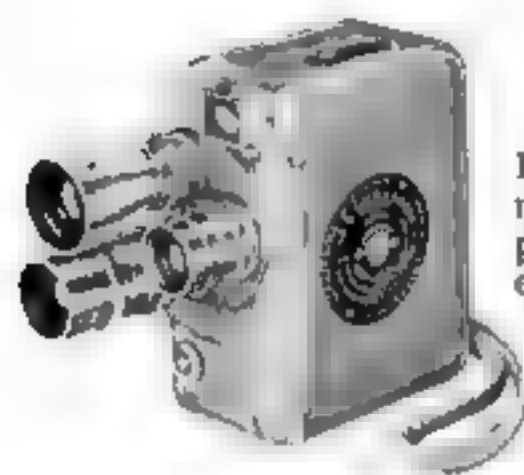


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## MENUS AND RECIPES

The menus for the five meals served by the hostesses on the preceding pages are given below along with the recipes for their specialties. With the exception of the 7-year-old hostess all of them have evolved their particular way of cooking certain dishes. Some of the recipes were handed down in their families. Some were created while experimenting in the kitchen. All have pleased their guests many times in the past.

### BONNIE CASHIN'S SUPPER MENU

Casserole of paella, kidney beans vinaigrette, rye bread, Edam cheese, cold asparagus, platter of cucumber slices, ripe olives, green pepper rings in bed of chicory and parsley, rosé wine.

#### PAELLA

|                             |                                    |
|-----------------------------|------------------------------------|
| 1 cup long grain rice       | 1/4 teaspoon crushed red peppers   |
| 1 cup diced, cooked chicken | 1/4 cup chopped green pepper       |
| 1 cup diced, cooked ham     | 2 tablespoons chopped parsley      |
| 1 1/2 cups beef bouillon    | 1/4 teaspoon dry mustard           |
| 1/4 cup grated onion        | 1 teaspoon salt                    |
| 1 cup tomato sauce          | 1/4 teaspoon fresh y ground pepper |

Wash rice thoroughly in plenty of cold water. Put in saucepan, add bouillon. Cover tightly and bring to boil. When boiling starts, reduce heat and simmer until tender (about 20 minutes; all liquid should be absorbed). Add remaining ingredients, mixing well. Serve piping hot. Makes 6 servings.

#### KIDNEY BEANS VINAIGRETTE

|   |                   |
|---|-------------------|
| 3 No. 2 cans kidney beans                       | 1 cup vinegar     |
| 2 large onions, sliced and separated into rings | 1/2 cup olive oil |
|   | salt and pepper   |

Drain the kidney beans and rinse thoroughly in cold water. In a large bowl combine the beans, onion rings, vinegar, olive oil; salt and pepper to taste. Mix well but carefully to prevent breaking beans. Let mixture stand at room temperature for 2 to 3 hours. Then chill thoroughly in the refrigerator before serving. If desired, garnish with chopped parsley and additional onion rings. Makes 6 servings.

### KATHLEEN WINSOR'S SUPPER MENU

Marinated lamb, candied carrots, raw spinach salad, corn muffins, strawberry mousse, coffee.

#### MARINATED LAMB

|                                       |                         |
|---------------------------------------|-------------------------|
| 1 8-pound leg of lamb                 | 1/4 cup chopped parsley |
| 2 slices lean bacon, cut in 1" pieces | 1 large onion, chopped  |
| 1 teaspoon marjoram                   | 1 clove garlic, minced  |
| 1 teaspoon thyme                      | 1/2 cup olive oil       |
| 1/2 teaspoon caraway seed             | 1/2 cup lemon juice     |

Combine herbs, onion, garlic, oil, lemon juice and marinate bacon pieces in mixture for one-half hour. Remove all fat from lamb. Make several gashes in meat and insert a piece of bacon in each gash. Place the leg of lamb in a flat dish and pour marinade over it. Cover lamb and dish with aluminum foil, marinate in refrigerator for 24 hours, turning lamb occasionally. Then put lamb with marinade in roasting pan and roast in slow oven (325° F.) without basting for 3 hours.

#### RAW SPINACH SALAD

|                           |  |
|---------------------------|--|
| 2 cups raw spinach leaves | 1/4 teaspoon dry mustard                 |
| 1 bunch endive            | 1/2 teaspoon sugar                       |
| 1 bunch chicory           | 1/4 teaspoon ground dill                 |
| 2 heads iceberg lettuce   | 1 teaspoon salt                          |
| 1/4 cup tarragon vinegar  | 1/4 teaspoon freshly ground black pepper |
| 1/4 cup olive oil         |  |

Tear all greens into bite-size pieces. Combine remaining ingredients, mixing well. Pour over greens and toss thoroughly. Makes 6 servings.



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## TEN MINUTES BEFORE CONTINUED

### MRS. OWEN CHEATHAM'S BUFFET MENU

Baked Virginia ham, roast turkey, baked turkey dressing patties, creole shrimp, wild rice, beaten biscuits, hot cheese biscuits with pecans, salted almonds, pickles, ripe olives, pickled cauliflower, coffee.

#### TURKEY DRESSING PATTIES

- |                            |                     |
|----------------------------|---------------------|
| 1 cup yellow corn meal     | 2 eggs, well beaten |
| 1½ teaspoons baking powder | ½ cup milk          |
| 2 tablespoons shortening   | ½ teaspoon salt     |

Combine corn meal, salt, baking powder in bowl. Melt shortening, add to eggs mixed with milk. Add to corn meal mixture, mix until batter is smooth. Pour into greased 8-inch cake tin. Bake at 400°F. 15-20 minutes. Remove from pan and cool. Crumble this corn bread into a large bowl. Then add to it:

- |                             |  |
|-----------------------------|--|
| ½ cup turkey stock          | 1 tab. spoon powdered sage             |
| 1 slice dry toast, crumbled | 6 eggs, well beaten                    |
| 1 cup pecan halves          | ¼ teaspoon freshly ground black pepper |
| 1 cup chopped celery        | 1 teaspoon salt                        |
| ¾ cup chopped onions        |  |

Mix all ingredients thoroughly. Then drop by teaspoonfuls on greased baking sheet. Bake at 400°F. 10-15 minutes or until brown. Makes 4 dozen patties.

#### OLD SOUTHERN BEATEN BISCUITS

- |                          |                 |
|--------------------------|-----------------|
| 2 cups all-purpose flour | 1 cup milk      |
| ¼ teaspoon soda          | ½ teaspoon salt |
| 2 tablespoons lard       |                 |

Sift flour, salt, soda into bowl. Add lard and cut it into flour mixture with pastry blender (or 2 knives) until mixture resembles coarse meal. Add milk, stir well. Turn out onto floured board, knead until dough is firm and smooth. Beat dough on board with rolling pin until dough is smooth and small "bubbles" appear. Roll ¼ inch thick, cut with small round cutter. Prick each biscuit 3 times with fork. Place ½ inch apart on lightly greased baking sheet. Bake in moderate oven (350°F.) for 10 minutes. Increase heat to 375°F. and continue baking for 15 minutes. Makes 4 dozen biscuits.

### MRS. EMLEN ETTING'S BUFFET MENU

Spaghetti al dente, Italian meat sauce, grated Parmesan cheese, tossed green salad, whole wheat bread, white wine, red wine.

#### ITALIAN MEAT SAUCE

- |                                      |  |
|--------------------------------------|--|
| ½ pound top round steak, ground with | ¼ teaspoon crushed red peppers         |
| ¼ pound pork                         | ½ teaspoon oregano                     |
| ¼ pound veal                         | ½ teaspoon basil                       |
| 3 onions, chopped (1½ cups)          | ¼ teaspoon sage                        |
| 3 cloves garlic, crushed             | 1 bay leaf                             |
| 4 tablespoons olive oil              | ¼ pound mushrooms, chopped             |
| 4 fresh tomatoes, peeled and diced   | 1 tablespoon salt                      |
| 2 cans tomato paste                  | ¼ teaspoon freshly ground black pepper |
| ½ cup water                          |  |

Sauté onions, garlic in oil until golden brown. Add other ingredients, mix well. Bring to boil, cover, reduce heat. Simmer 3 hours. Makes 2 quarts.

### CHILD'S BIRTHDAY PARTY MENU

Fried chicken legs, casserole of rice and green peas, buttered rolls, lemon birthday cake, ice-cream sticks, lollipops, milk.

#### MARSHMALLOW CARROUSEL CAKE

- |                          |                                 |
|--------------------------|---------------------------------|
| 1 lemon                  | 1 cup milk                      |
| 2 cups all-purpose flour | 2 eggs                          |
| 1 teaspoon baking soda   | 1 teaspoon salt                 |
| 1 cup sugar              | ¼ pound marshmallows (about 16) |
| ½ cup shortening         |                                 |

Squeeze lemon, put rind and pulp through food grinder. Sift flour, baking soda, salt, sugar together. Add shortening and ¼ cup milk, mix until well blended; beat 2 minutes. Add unbeaten eggs and ¼ cup milk; beat 2 minutes longer. Fold in lemon rind, pulp and juice. Pour batter into 2 well-greased and lightly floured 8-inch cake tins. Bake at 350°F. 35-45 minutes. Cool 5 minutes and turn out cakes on cake racks. Cut marshmallows in half. Place cut side of marshmallows down on one layer cake. Cover with remaining layer cake. Warm cake will melt marshmallows for filling. Cool cake thoroughly and frost with lemon butter frosting below.

#### LEMON BUTTER FROSTING

- |                              |                           |
|------------------------------|---------------------------|
| ½ cup butter, creamed        | 2 tablespoons lemon juice |
| 2 cups confectioners' sugar  | 1 egg yolk, unbeaten      |
| 1 teaspoon grated lemon rind |                           |

Cream butter. Gradually add sugar, beating until well blended. Add lemon rind, lemon juice, egg yolk; beat until fluffy and well blended. Frost top and sides of cooled layer cake and decorate top with additional marshmallows.



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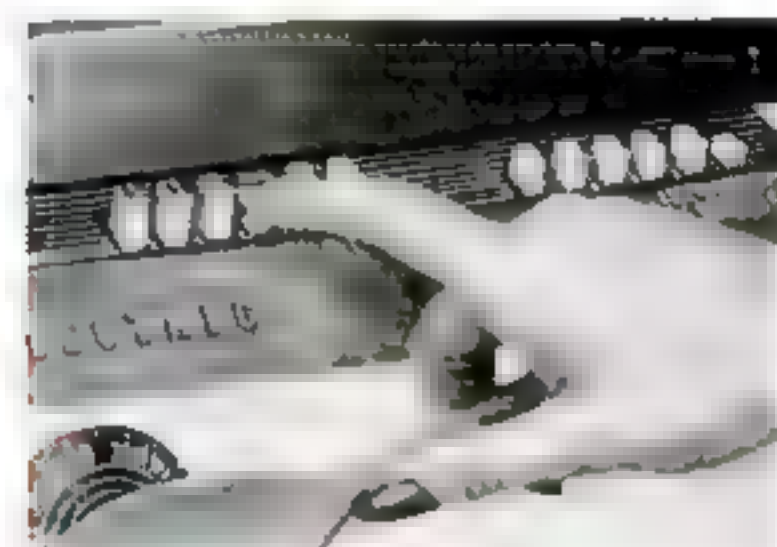
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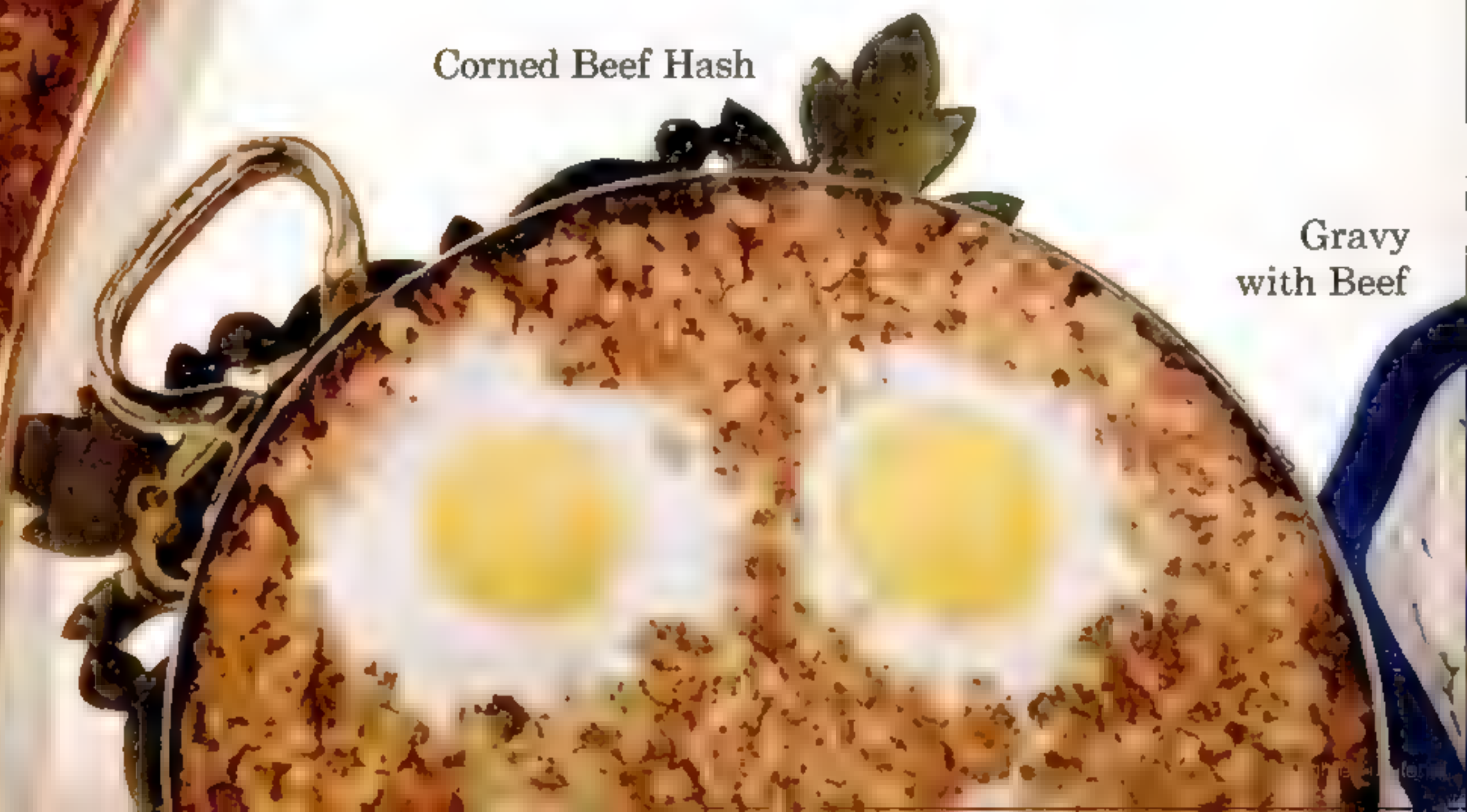
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# BROADWAY GOES FANCY FREE



A JEEP FULL OF JOY rolls through *Teahouse of the August Moon*, loaded with Captain Fisby (John Forsythe,

center), his friend Sakini holding moon (David Wayne), assorted Okinawans and Set Designer Peter Larkin (right).

## ROUNDUP OF SEASON'S HITS SHOWS STAGE IS GETTING OUT OF RUT

Photographed for LIFE by Richard Avedon

Although the current Broadway season, which is close to its end, reached a new low in number of productions, many theater lovers have found it the best season in years. Almost all the big hits rose triumphantly from the rut of realistic, stereotyped stagecraft. Free-wheeling imagination helped make *Teahouse of the August Moon* (LIFE, Nov. 2, 1953) both a Pulitzer prize winner and an all-season sellout. To help tell the adventures of a U.S. occupation officer on Okinawa, *Teahouse* employs a narrator who chats with the audience between scenes and turns on

the moon simply by snapping his fingers in the air.

While the commercial theater shows healthy signs of getting more experimental, the low-budget, off-Broadway playhouses find their own experiments meeting with more and more box-office success. To catch the season's spirit, Photographer Richard Avedon grouped actors, authors and designers against simple backgrounds in his own studio. Thus he created an imaginative portfolio of a half-dozen current productions which transcend the commonplace and indicate that new sap is running up the main stem.

CONTINUED ON NEXT PAGE





"SOLID GOLD CADILLAC" has Josephine Hull, like fairy-tale heroine, outfoxing four tycoons. Behind

is her prince (Loring Smith), at left is Fred Allen whose recorded wisecracks, played offstage, enliven the play.



"THE GOLDEN APPLE" is U.S. version of *Iliad* and *Odyssey* by Composer Jerome Moross and Author

John Latouche (right), staring at Homer. Kaye Ballard is Helen of Troy (cover) with Jonathan Lucas as Paris.



IN "ONDINE" AUDREY HEPBURN AS



ONDINE'S KNIGHT (Mel Ferrer) is earthbound by armor, as she sails away





AN IMMORTAL WATER SPRITE RIDES OFF HAPPILY, AFTER A SHORT UNHAPPY MARRIAGE WITH A MERE MORTAL, TO JOIN HER OLD PISCATORIAL PLAYMATES

## SPRITE, SAILORS HOMER'S HELEN

Among Broadway's lucrative hits are two plays with fanciful stories: *The Solid Gold Cadillac*, which calls itself "a modern fairy tale" and tells how a little old "Cinderella" tangles with four wicked financiers; and *Ondine*, a fantasy about a water sprite whose love is too pure for an everyday knight. *The Caine Mutiny Court Martial*, on the other hand, is a literal drama, but it achieves great effectiveness by eschewing a literal setting in favor of simplified backgrounds and props. *The Golden Apple*, which won the Critics' Circle prize as the year's best musical, combines Homeric legends of the abduction of Helen of Troy and the wandering Odysseus with American folkways, and comes up with an unhackneyed and happy blending.



"CAINE MUTINY" court scene has Lloyd Nolan (seated) as famous Queeg. At his right are Henry

Fonda as his attacker Greenwald, John Hodiak as Maryk, other *Caine* men. At his left is Author Wouk.



## RACY ROGUES IN MORDANT MUSICAL



**BEDRAGGLED BEGGAR** carries sign which he hires, along with costume, from beggars' agency.

The off-Broadway theater flourished this season particularly in Greenwich Village's tiny 299-seat Theater de Lys and the big new 1,180-seat Phoenix Theater on Manhattan's Lower East Side, which had its biggest success in *The Golden Apple* (see previous page).

The most interesting tenant of the Theater de Lys is shown on this page. It is *The Threepenny Opera*, a modern version of John Gay's racy English classic, *The Beggar's Opera*. Keeping Gay's same cast of thieves, beggars, pimps and trollops, this version was written in German by Bert Brecht and turned into English by Marc Blitzstein. Exposing the vice and poverty of London's slums in the 18th Century, *The Threepenny Opera*, with its haunting music by Kurt Weill, is a mordantly diverting preachment against the sins of society. A little too pungent for popular success, it is the kind of minor classic which the theater this season had the good sense to make room for.



**BRASSY JEZEBELS** carry sign in protest because police do not treat them with enough respect.

**MAC DEATH, THE CUTTHROAT** (SCOTT MERRILL), SINGS A LOVE SONG TO HIS PET TROLLOP (LOTTE LENYA) BEFORE THE EVER-PRESENT SPECTER OF A BEGGAR





# THE *Big Gift* FOR HIS *Big Day!*



*Father's Day*



*Weddings*



*Graduation*

**K**ing for a day—that's Dad! And the best way you can help him celebrate is to provide happy shaving with this modern, new Remington 60 DeLuxe. It's a Practical gift—he'll use it every day. It's Economical—moderately priced, no soap, no blades to buy. It's Luxurious—beautifully designed and packaged.

Every groom likes to be *well-groomed*—so why not send him on his way with his own Master Barber—the modern, new Remington 60 DeLuxe. It will give him the smoothest, fastest, most comfortable shaves, any time, anywhere, without removing his coat or tie. You can search the world over without finding a more suitable gift for the groom, best man or ushers.

There's no better way to boost a "grad's" morale than to start him out in the business world well-groomed and then keep him that way, every day, with the modern new Remington 60 DeLuxe. Once a young man starts to shave the modern electric way, he'll never change to time-consuming, messy, old fashioned methods, or worry about nicks and cuts.



**14 Day Trial** — you must be satisfied or your money refunded. Ask your dealer.

**\$7<sup>50</sup> Trade in** Allowance for your used standard make shaver—regardless of age.

Buy a Remington with Confidence at all fine stores or any of our 116 Nationwide Shaver Headquarters.

See "WHAT'S MY LINE," CBS-TV, Sunday evenings, presented by the Electric Shaver Division, **Remington-Rand** Bridgeport, Conn.



**Sure**  
to be better



***Taste! Better Taste!*** In "short" ones or "long" ones, you'll get *more* pleasure out of the incomparable taste that made Seagram's 7 Crown the choice of more millions than any other whiskey **IN HISTORY!**

*That's the long and the short of it!*

Say **Seagram's** and be **Sure**

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.





AS OPERATORS TURN X-RAC'S SWITCHES, A PICTURE OF A NEW EXPLOSIVE'S ATOMIC MAKE-UP FLASHES ON A SCREEN BEFORE X-RAC INVENTOR PEPINSKY

## X-RAC NEW ELECTRIC COMPUTER ANALYZES ARCHITECTURE OF ATOMIC STRUCTURES TO PICTURE IN SECONDS WHAT ONCE TOOK SCIENTISTS MANY YEARS TO PLOT

Just before the photo above was shot three Pennsylvania State University scientists fed a long list of numbers, mathematical formulas and measurements into their strange and awesome machine. Their problem: to analyze for the Navy the exact atomic structure of a new, insufficiently-understood explosive compound, a task that might ordinarily take months or even years to complete. But inside the machine more than 4,000 tubes and switches swung into action, calculating with lightning speed, automatically sorting and resorting the numbers and solving the almost unmanageable formulas. Then, in a single second, the machine flashed the complete answer to the problem on a TV-like screen. There, for the scientists to look at, was a detailed picture showing what kind of atoms are in the compound and how these atoms are arranged.

The machine which solved this problem is called X-RAC, for X-ray Analogue Computer. Invented by Dr. Ray Pepinsky and paid for by the Office of Naval Research, X-RAC is a hybrid. It combines X-ray studies, television and a huge electronic brain, bringing them to bear on knotty problems of atomic analysis. Before X-RAC can get to work on a particular compound to unravel the mysteries of its structure, the scientists must subject the material to X-ray analyses (p. 116). The results are expressed mathematically, in a form that X-RAC can understand and work with. After juggling the symbols according to the formulas, X-RAC's circuits create electrical vibrations analogous to vibrations that would be produced by X-ray beams striking the electron shells of the original atoms. These vibrations produce the final pattern on X-RAC's screen.





"But Mom, you said we could drink all we want because Bireley's is non-carbonated."

When you share Bireley's Orange Drink you're really being a good scout. Because Bireley's is non-carbonated.

That means Bireley's tastes better — its real orange flavor is unspoiled by gas or artificial preservatives. You (and the children) can enjoy all you want yet never suffer that uncomfortable full feeling. Pure, pasteurized Bireley's, in orange and assorted fruit flavors. Pure fun. Have some!

## BIRELEY'S ORANGE DRINK

IT'S NON-CARBONATED. PURE FUN FOR EVERYONE!

© Bireley's Division, General Foods Corp.



**X-RAY BOMBARDMENT** provides preliminary data for the formulas on which X-RAC feeds. A minute crystal of the compound under observation is stuck on a needle and aligned (above) with aid of magnifying eyepiece so that it lies in path of an X-ray beam which will hit it at all angles as needle rotates.



**REFLECTION PATTERN** results when the planes of atoms in the crystal reflect X-ray beam. It careens off, hits and leaves dots on film placed around crystal. When film is viewed on light table (above), intensity of dots and distance between them show up, giving figures by which X-RAC's switches are set.

## NEW! GIFT-PAKS

of famous  
Pacific  
Silver  
Cloth

**-POSITIVELY PREVENTS TARNISH!**



Make-It-Yourself Kit contains 2 yds. Pacific Silver Cloth, tape, thread, sulphur-free cement



Millions of minute silver particles in Pacific Silver Cloth soak up tarnish gases in air... before they can touch your silver.

All dressed up for gift-giving... tarnish-stopping Pacific Silver Cloth! Saves polishing. "Make-it-Yourself" Kit contains essentials for lining tarnish-proof drawer, cabinet—making bags, rolls. About \$5 at jewelers; houseware, notion, silver departments.

Also available:

FLATWARE KIT with four 8-pc. rolls, 1 bag

HOLLOWARE KIT containing 4 tarnish-stopping bags in most-wanted sizes

PACIFIC MILLS, 1407 BROADWAY, NEW YORK 18.





THE AUSTIN CONVERTIBLE AND THE 110 M.P.H. AUSTIN-HEALEY PHOTOGRAPHED AT RATSEY & LAPTHORN'S FAMOUS SAIL LOFTS, CITY ISLAND, N. Y.

## FOR FAMILY CRUISING OR RACING SPEED—THERE'S A CAR IN THE AUSTIN FLEET

Whether you're a family man—or a sportsman whose first love is speed—Austin has something special for you. There's an automobile made by Austin to suit every taste, purse and purpose.

And each one of these imported English cars, needless to say, is excitingly *unlike* anything built on this side of the water.

Take the new Austin-Healey, on the right, for instance. The world's fastest production car under 3000 c.c., it is capable of 110 miles per hour. *Comfortably*. It corners flat on gravel roads at seventy-five.

Priced at only \$2985\*, this sleek-and-low sports car is a fantastic bargain. It comes *complete* with almost every custom feature you can imagine—at no

extra charge. An instantaneous solenoid overdrive, for example, which gives you an extra gear ratio at the flick of a switch—for gas economy while cruising, or a surge of passing power.

You get a heater. Defrosters. Twin carburetors. Tachometer. Adjustable windscreen. All-weather top. Tonneau cover. Bucket seats with custom-fitted leather upholstery. And wire-spoke knock-on wheels which usually cost a great deal extra.

Now, look left—at the Austin Somerset Convertible. This marvel of versatile compactness costs only \$1890\*. It's the perfect answer for the man who wants a family car that's also *fun to drive*.

With four forward speeds, this roomy 5-seater

gives you lively pick-up, and is really a honey to handle. It cruises at seventy, delivers up to 35 miles per gallon, and comes equipped with color-harmonized upholstery, 12-volt ignition and the famous Austin interior jacking system.

Then, there's the new Austin 4-door Sedan, at \$1695\*. Terrific value—as is the 2-door A-30 Sedan, at \$1395\*. This family car gives you a marathon run for your gasoline money—40 miles per gallon, under normal driving conditions.

For further information on all Austin models, and details of our world-wide deliveries, drop a line to Austin Motor Company, 27-29 West 57th Street, New York, N. Y. \*F.O.B. coastal ports of entry.



# KORDITE

FROM  
COAST TO COAST

*America's Finest Quality  
Products of Plastic*



**KORDITE FREZE BAGS** • For fruit, vegetables, meat, poultry and baked goods. Tough, transparent polyethylene . . . flexible at  $-50^{\circ}$ . Tasteless, odorless. Reusable for years.

**KORDITE FREZE BOXES** • Tough, white sulphate boxes heavily waxed inside and out. The perfect lock-tight container for KORDITE Freze Bags.

**KORDITE FLEXIBLE PLASTIC COVERED CONTAINERS** • Unbreakable! Easy to rinse and wipe clean. Flexible, translucent . . . tasteless and odorless. Seal-tight cover.

**KORDITE FREZE WRAP** • Tough, flexible, laminated polyethylene freezer paper.

**KORDITE PLASTIC WRAP** • Transparent, tear-resistant polyethylene film.

**KORDITE FREZE TAPE** • Seals instantly . . . sticks tight at  $-60^{\circ}$  F. Three colors—red, white and blue—in every box.

**KORDITE PLASTIC CLOTHESLINE** • Extra strong, wipe-clean clothesline. Blue, green, yellow or white colors. Free 49c clothes dampening bag with every 100 feet.

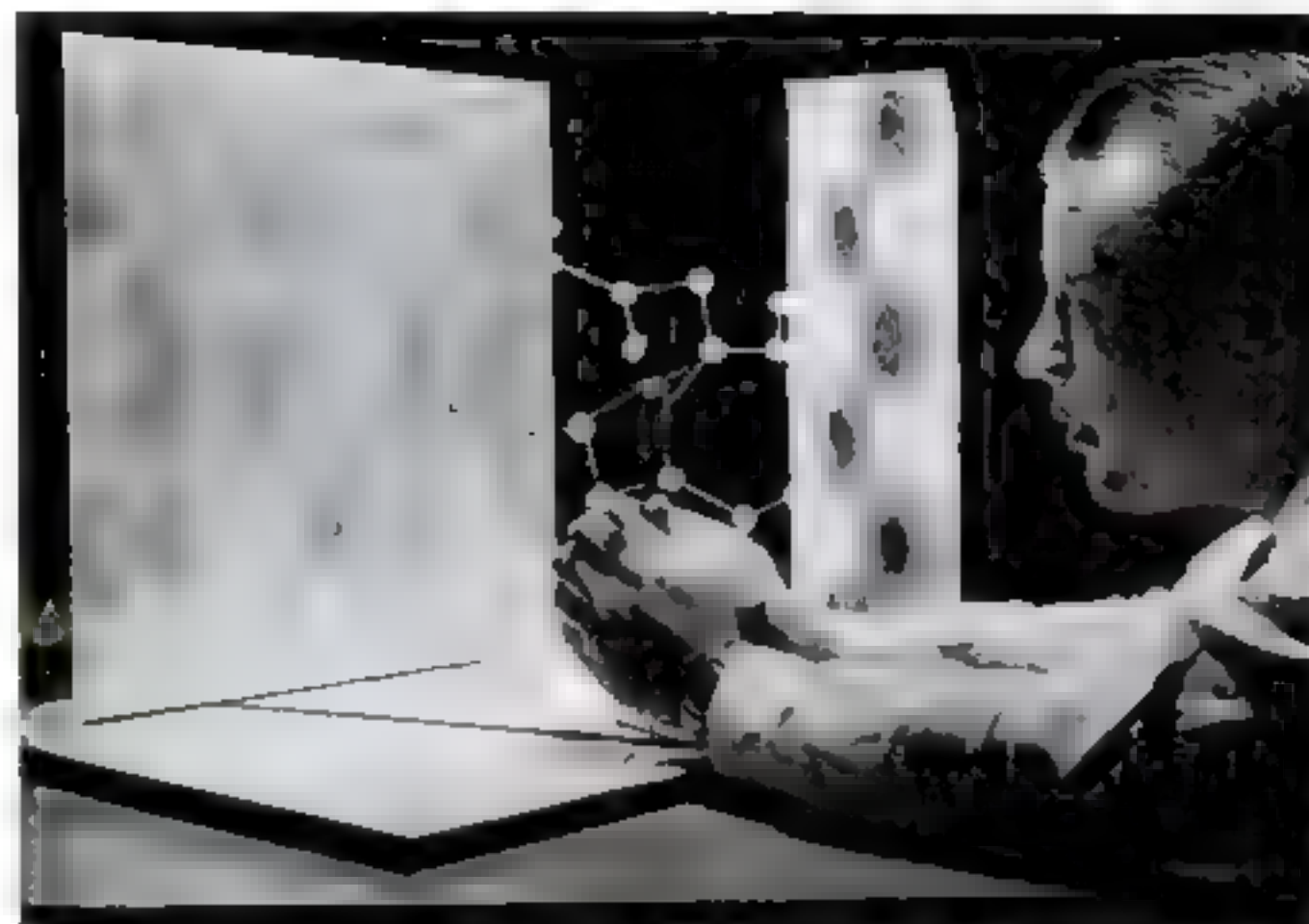
**KORDITE PLASTIC STORAGE AND TRAVEL BAGS** • Transparent, reusable polyethylene moth bags designed for year 'round protection of suits, dresses, coats, blankets, sweaters and many other articles.

**KORDITE PLASTIC BROOM** • So light and easy to handle! Sweeps clean, faster! Durable, flexible plastic bristles dig out dirt . . . whisk up dust. Colorful red, blue or gold colors with matching handle.

**FREE COUPON WORTH 50c WITH EVERY PACKAGE** of KORDITE Travel and Storage Bags, Freezer Supplies, Plastic Clothesline, or Plastic Broom. You get 12 great big 12" x 18" KORDITE plastic bags for household and refrigerator storage—a certified 75c retail value—for only 25c and one coupon from any KORDITE package! Ask your dealer for your KORDITE coupon.

KORDITE CORPORATION • MACEDON, NEW YORK

## X-RAC CONTINUED



**THREE-DIMENSIONAL MODEL** is built with X-RAC pattern as a blue-print. Number and distance between contour lines show kind of atoms present.

## A STUDY BASED ON CRYSTALS

X-RAC is based on a simple natural phenomenon: the fact that virtually all solid matter is made up of atoms linked together in orderly, periodic fashion. These atoms, each consisting of a nucleus with one or more electrons looping around it, stack up neatly to form crystals. X-RAC's job is to show quickly the type and number of these atoms and how they are aligned in all three dimensions, for upon these facts the properties of crystalline matter depend. The contour lines which make up the design on X-RAC's television screen represent the density of the electrons whirling about the nuclei, the smallest circles show the location of the nuclei, and the spacing of the groups of lines reveals the elevation and relationship of the atoms. From pictures taken of X-RAC's screen, the scientists construct three-dimensional models of atoms (page 114). By studying this atomic topography they can discover why, for instance, a sonar crystal will become useless in warm waters, or whether a detonator will be stable in all weather.



**TEN MILES OF WIRE** are in X-RAC circuits, shown from rear. Forty-two banks of vacuum tubes do most of figuring. Each bank handles 40 numbers.

CONTINUED ON PAGE 111



**A COOL SIX MILLION!**

YES, OVER 6,000,000 SATISFIED USERS KNOW

**Vornado®**  
**DOES THINGS**  
**NO OTHER COOLING APPLIANCE WILL DO!**

MAKE US PROVE IT



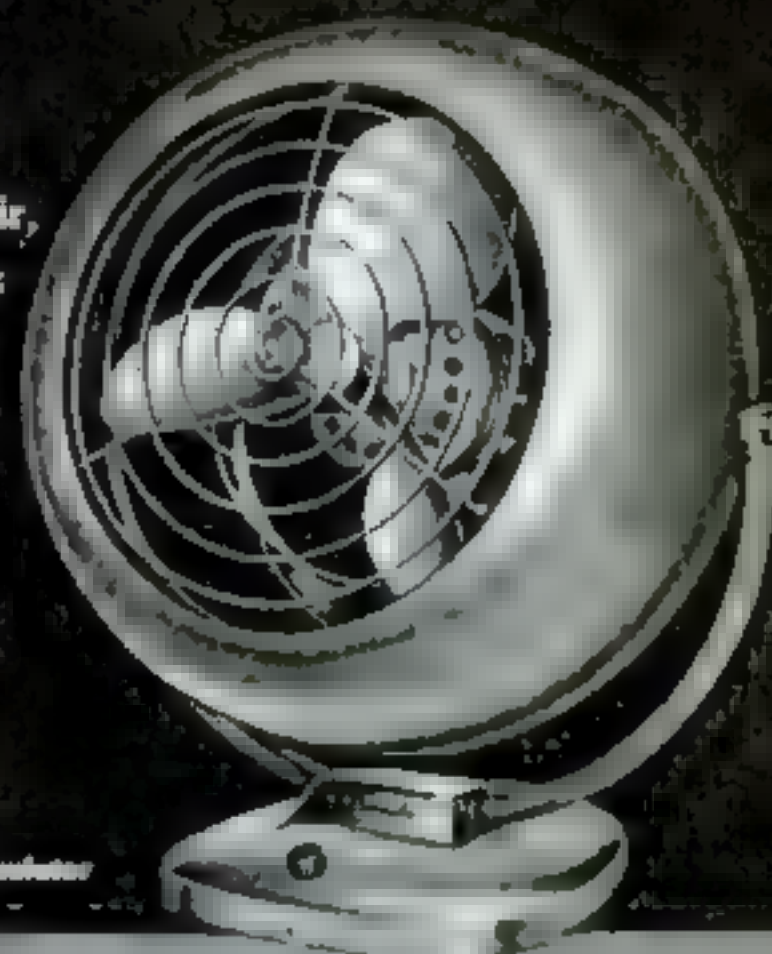
Model 100WAC Air Conditioner

**VORNADO VORTEX CIRCULATION**  
 Vornado's exclusive "completely directional" air circulators give complete draft free circulation with penetration up to 30 feet, and "eliminate spot cooling."

For name of your neighborhood dealer, consult the yellow pages of your telephone directory, or write The O. A. Sutton Corporation, P. O. Box 1524, Dept. FL, Wichita, Kansas.



**VORTEX ACTION**  
 moves 3 times more air, 3 times faster, 3 times farther than ordinary fans... Distinctive styling and design... A size and model for every purse and purpose.



Model 90C Air Circulator

**Vornado®**

PRODUCTS OF THE O. A. SUTTON CORPORATION—WICHITA, KANSAS  
 Distributed in Canada by the EASY WASHING MACHINE Company, LTD., Toronto 10, Canada

**SOLD ONLY BY SELECTED RELIABLE DEALERS**



**"SURE DOES BRING OUT  
THE GO FACTOR"**

SAYS *Wilbur Shaw*



President General Manager  
Indianapolis Motor Speedway  
3-time winner 500-Mile Race Classic

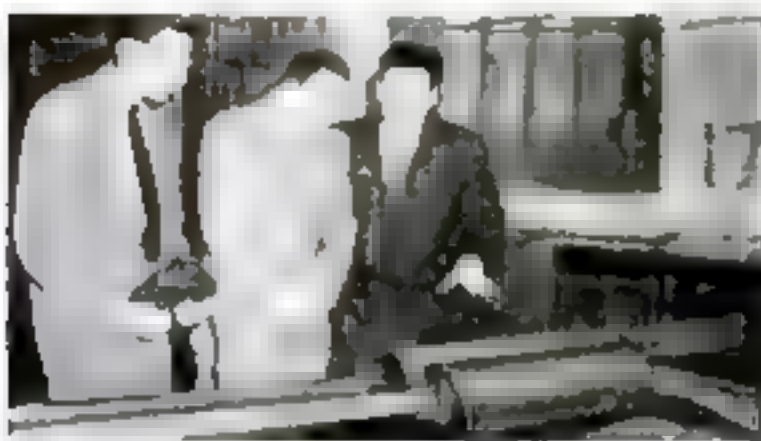
**WALKER "PRECISION TUNING" gives you quicker take-off,  
faster get-ahead and more passing power!**

"I think I know engines. I think I know what makes them 'tick' . . . what's good for them and what isn't. So I welcomed the opportunity of visiting the Walker plant to see for myself what is being done about exhaust systems for these new passenger car engines.

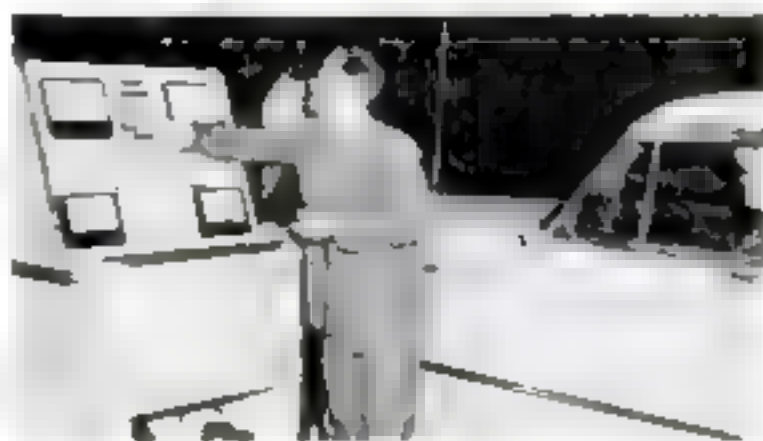
"I found out that designing and engineering a modern exhaust system takes the finest of laboratory equipment to give it precision performance. But most important—it takes 'know-how' . . . the kind of 'know-how' that can come only with

years of experience with engines and their exhaust characteristics.

"Now I know why Walker 'Precision Tuned' Silencers really do bring out the Go-Factor . . . faster get-away at the traffic lights . . . faster get-ahead on the straight-away . . . greater power reserves for safer passing and hill climbing. I have seen and heard the proof with my own eyes and ears. I have put Walker Silencers through their paces with my own hands. I say to you in all sincerity—Walker really knows what to do—and they are doing it."



"YOU CAN ACTUALLY HEAR THE DIFFERENCE in muffler sounds. Walker Silencers are designed 'right on the button' with the original equipment on your car to eliminate firing noises . . . the 'blat' and 'bark' that make cars sound cheap and tinny and that are so wearing on the nerves."



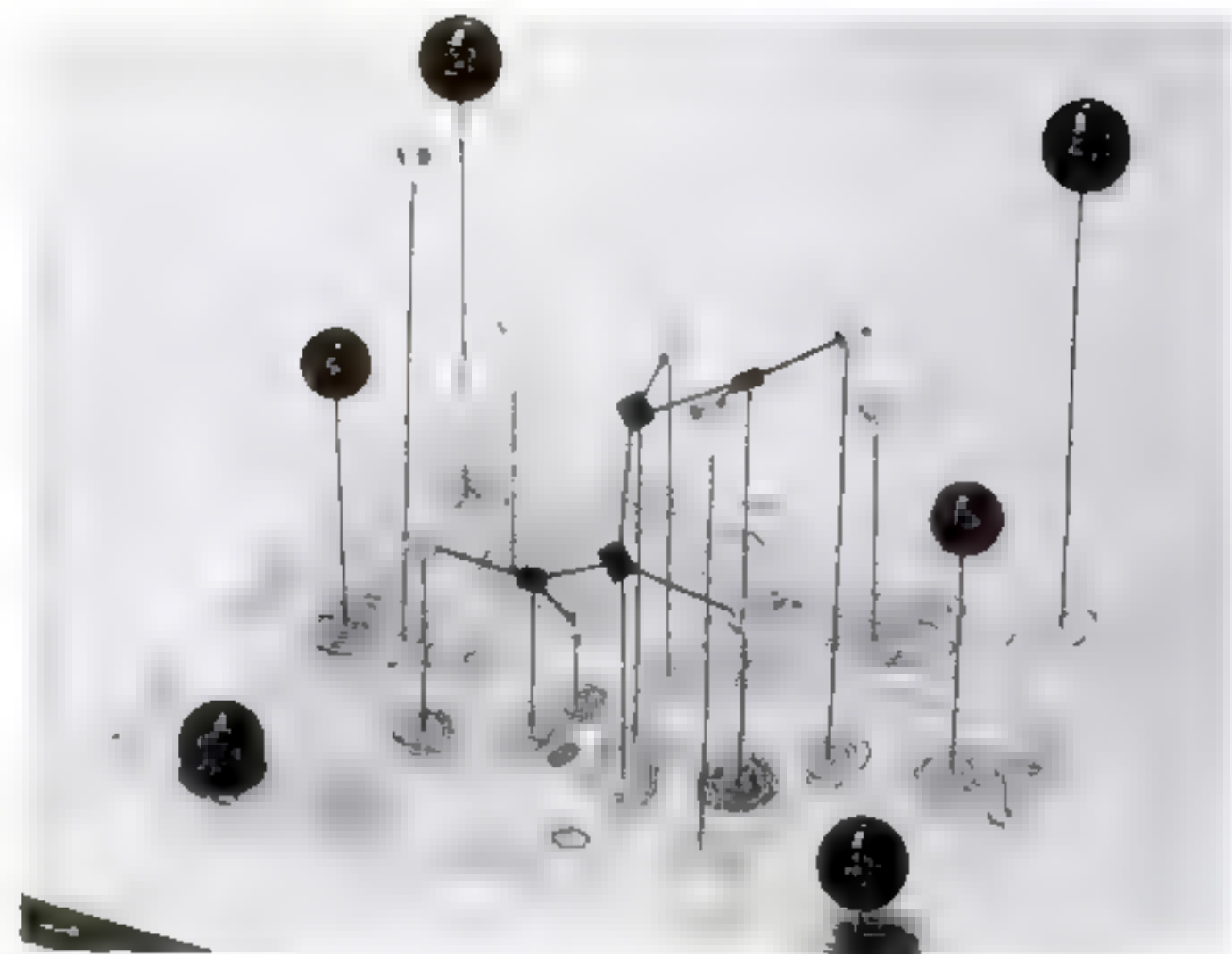
"I WAS GREATLY IMPRESSED WITH THE FIRST RULE of Walker engineering—a Walker Silencer must quiet an engine properly without increasing its back pressure. In other words, the exhaust sound must be properly controlled without lowering the engine's established Brake Horsepower Rating."

NOW...MORE THAN EVER

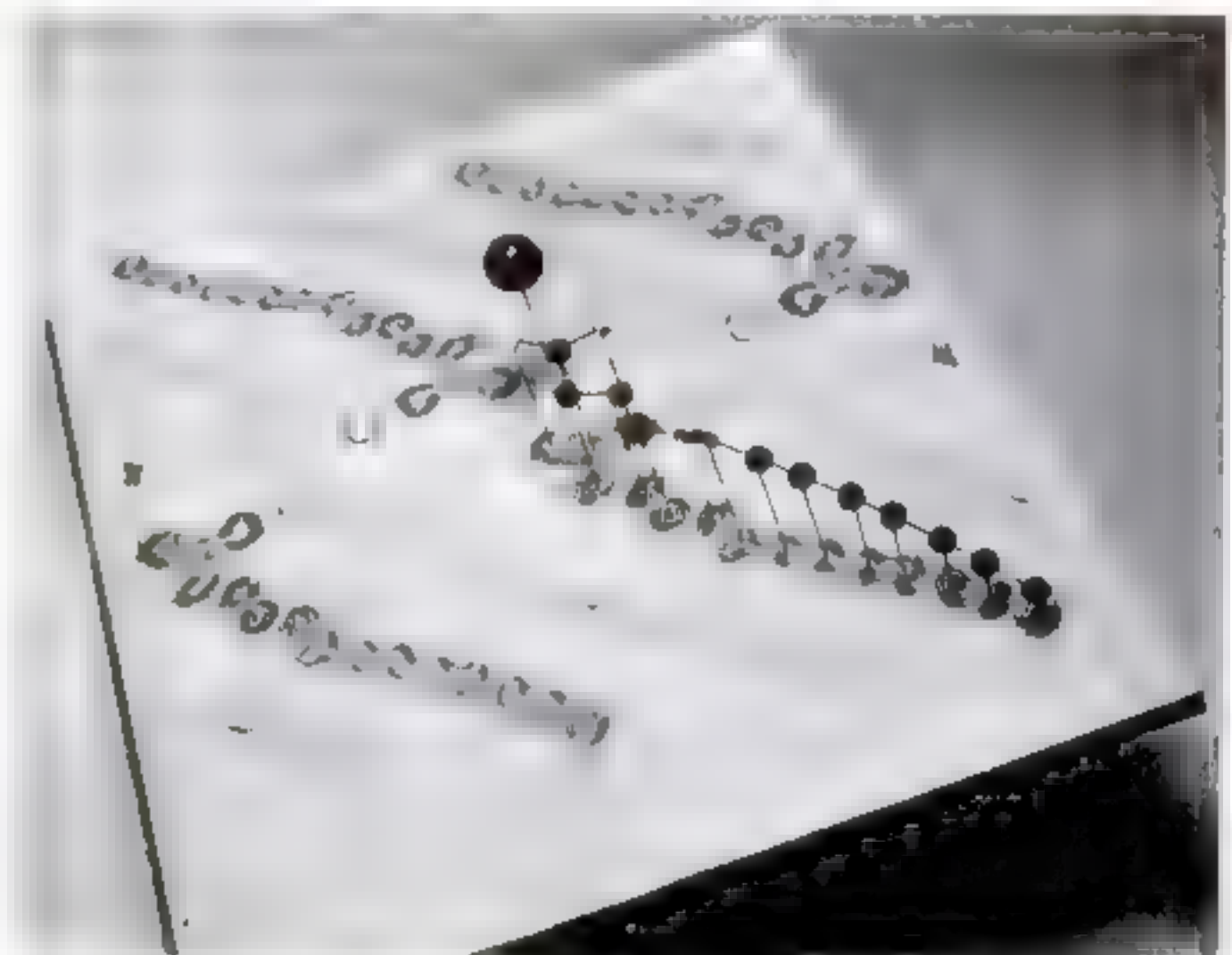
**WALKER Precision Tuned SILENCERS**

MAKE THE DIFFERENCE!

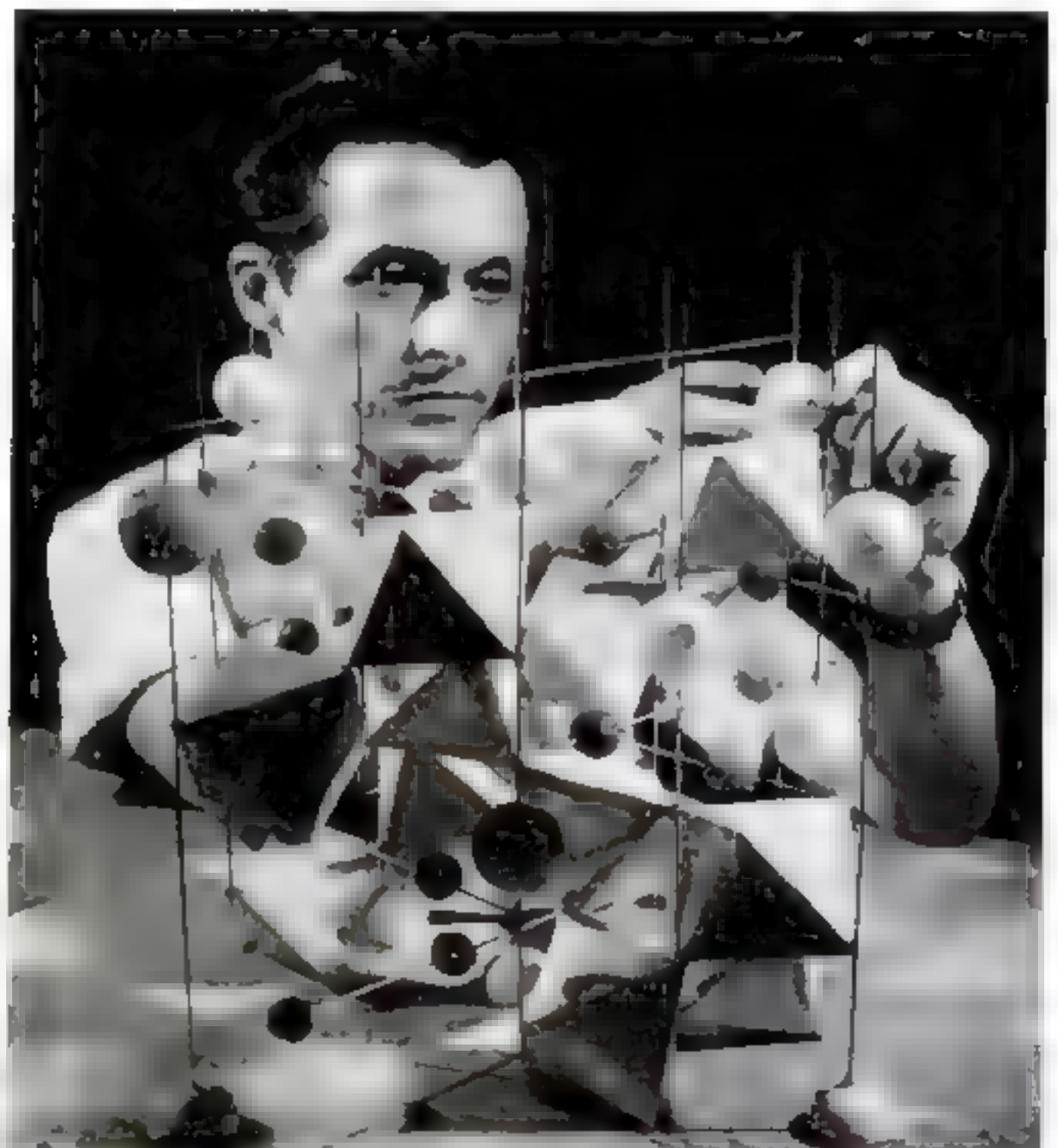
WALKER MANUFACTURING COMPANY OF WISCONSIN • RACINE, WISCONSIN  
Exhaust Silencers • Oil Filters • Jacks



**ROCHELLE SALT**, used in phonograph pick-ups, reveals potassium atoms (four corner balls) which may be cause of this salt's vibrational properties.



**NEW ANTIBIOTIC**, isomycocyclin, shows unique chainlike alignment of carbon atoms and their bonds that may account for its germ-killing action.



**SONAR MATERIAL**, cadmium niobate, can transform sound into electric impulses but only at low temperature. New structure studies may reveal why.





# Lemonade's so easy with **FROZEN LEMONADE** From Sunny California



Just open a can... add water... serve!  
Rich in Vitamin C! No carbonation!  
No artificial flavor or color!

HERE is the same pure, delicious, and all-natural lemonade you've always loved. Now you just open a can... add the frozen concentrate for lemonade with water and ice... and you have a full quart of delicious refreshment. So much better for you because it's a pure fruit beverage. Costs less than 10¢ per six-ounce glass. Buy six cans at a time and always keep a pitcher in your refrigerator for those hot days.

Put a California lemon juice already squeezed for you!



LEMON PRODUCTS ADVISORY BOARD, Los Angeles



*Hollywood's favorite*  
**Lustre-Creme  
 Shampoo...**



Cream or Lotion

**"Yes, I use Lustre-Creme Shampoo,"**  
 says Jane Russell. It's the favorite  
 beauty shampoo of 4 out of 5 top  
 Hollywood movie stars!

**It never dries** your hair! Lustre-Creme  
 Shampoo is blessed with lanolin . . . foams  
 into instant, rich lather, even in  
 hardest water . . . leaves hair wonderfully  
 easy to manage.

**It beautifies!** For star-bright, satin-soft,  
 fragrantly clean hair—without special  
 after-rinses—choose the shampoo of  
 America's most glamorous women. Use  
 the favorite of Hollywood movie  
 stars—Lustre-Creme Shampoo.

**Never Dries—  
 it Beautifies!**

*Jane Russell*  
 starring in

**"THE BIG RAINBOW"**

An RKO Radio Picture  
 Color by Technicolor







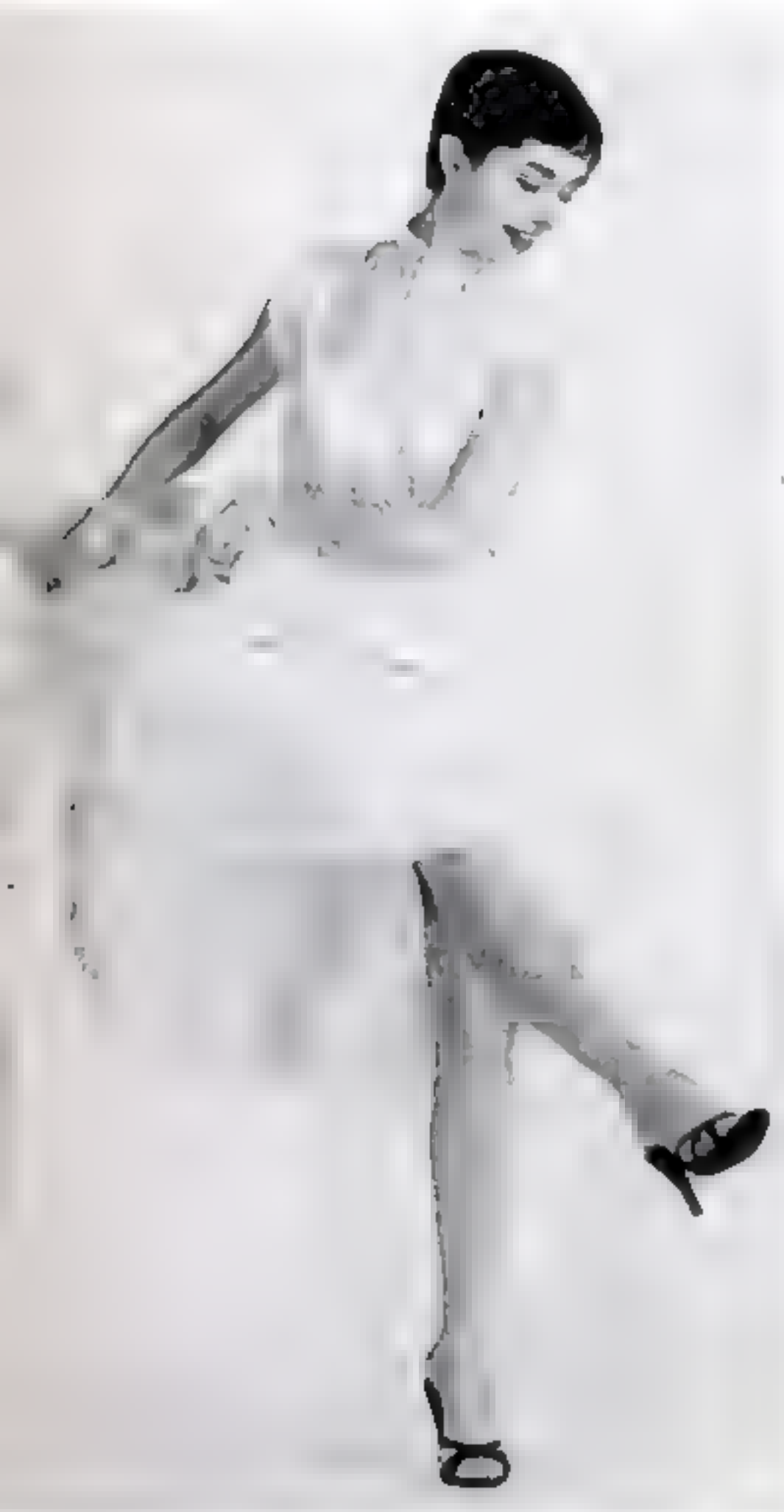
SOLE-TO-INSTEP STAY-ON STRUCTURE IN MULE (HERBERT LEVINE, \$27) IS TAUT BUT FLEXIBLE

## THE STAY-ON SHOE

A new construction makes the barest backless shoe cling to the busiest foot

The \$3 billion U.S. shoe industry produces many changes in style but very few changes in basic construction. What appears to be a second sole above is the first important structural change since the wedge and the platform sole were introduced in 1936. It is a span of leather and elastic reaching from ball of foot to heel which pushes foot up against straps and keeps it on even during violent social exercise (*below*). Invented by a Boston lawyer named Maxwell Sachs to keep his own loose moccasins on, its first appearance is in the most fragile-looking sandal yet. Hosiery makers match the stay-on shoe with a stay-up stocking (*next page*).

SHOE STAYS ON DURING HEEL-TAPPING IRISH JIG



SHOE STAYS ON FOR A CHARLESTON CROSS KICK



AND STAYS ON IN KICK. DRESS IS TRAINA-NORELL



# NEW ROTO-BROIL

AMERICA'S FAVORITE *infra-red* AUTOMATIC ROTISSERIE

CUSTOM "400"



NOW *bakes!*

AND SERVES TOO!

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- Extra outlet times all your appliances automatically



GUARANTEED FOR ONE YEAR

Barbecue . . . roast . . . broil . . . toast . . . grill . . . fry . . . boil . . . and now BAKE too! Yes, with the famous Roto-Broil Custom "400" that you've seen on television, you can now bake tasty, luscious desserts at the push of a button! It's the great new BAK-A-TRAY that makes it all possible. And of course, you get automatic tabletop cooking . . . automatic timing . . . intense cooking heat the instant you press the button. So indoors or out — use the new motor-driven Roto-Broil Custom "400" and get more fun out of cooking . . . more enjoyment out of eating.



NEW EXCLUSIVE \$19.95 BAK-A-TRAY

PATENT PENDING

Simply insert BAK-A-TRAY in your Roto-Broil . . . push the "Bake" button . . . and presto, your Roto-Broil is a baking oven. Perfect pies, cakes, rolls, cookies! Use your BAK-A-TRAY for warming and serving too!

IT'S FREE! IT'S A ROTO-BROIL EXCLUSIVE!

10 DAY *free trial*

Try Roto-Broil for ten days, free in your home! See if it doesn't do everything a modern, up-to-date kitchen can do!

Roto-Broil Custom "400" \$69.95  
Infra-Red BAK-A-TRAY 19.95  
Regular value \$89.90

You pay only \$69.95 for both

as little as \$125 per week at most dealers

ROTO-BROIL CORPORATION OF AMERICA  
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Long Island City, New York, N. Y.

YES! Rush my Roto-Broil Custom "400" and the infra-red BAK-A-TRAY to my home for a FREE 10-day trial. This \$89.90 value is mine for just \$69.95 if I decide to keep it.

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MAIL THIS COUPON TODAY!

L 524

Attention Dealers: Be Roto-Broil Headquarters in your area. Write for name of nearest distributor today!

STAY-ON SHOE CONTINUED

## THE STAY-UP STOCKING



STOCKING STANDS UP for itself without garters because of spiraling elastic threads which bind thigh. Stockings will not sag despite vigorous exercise, do not interfere with circulation (Kay Schaffer, \$1.35 a pair).



"Safety-tested" by PROCTER & GAMBLE  
for little girls 2 to 12!

NEW!



party curl

HOME PERMANENT by Lilt

Prettiest curls at the party!

Lovely day after day!

Nearly twice as fast as any leading children's home permanent!



### 3 REASONS WHY PARTY CURL PLEASES EVERY LITTLE GIRL...

- 1 So much easier to have than any other children's home permanent. Neutralizes automatically... no pincurls.
- 2 Prettiest Hair in the Neighborhood! Party Curl curls have that envied natural look—are far, far softer!
- 3 Doesn't have to be set between shampoos! Perfectly formed curls can be brushed into place like naturally curly hair.

### 3 REASONS WHY PARTY CURL MAKES A HIT WITH MOTHER...

- 1 So much easier to give! From start to finish it's nearly twice as fast as any leading children's home permanent.
- 2 A perfectly-groomed little girl! Hair is easy to comb—always has a gleaming-smooth, cared-for appearance.
- 3 Lasts and lasts! Party Curl keeps hair looking better day after day!

\$1.50  
(plus tax)

party curl

Children's Home Permanent

by Lilt

NEWEST AND BEST HOME PERMANENT FOR CHILDREN'S HAIR





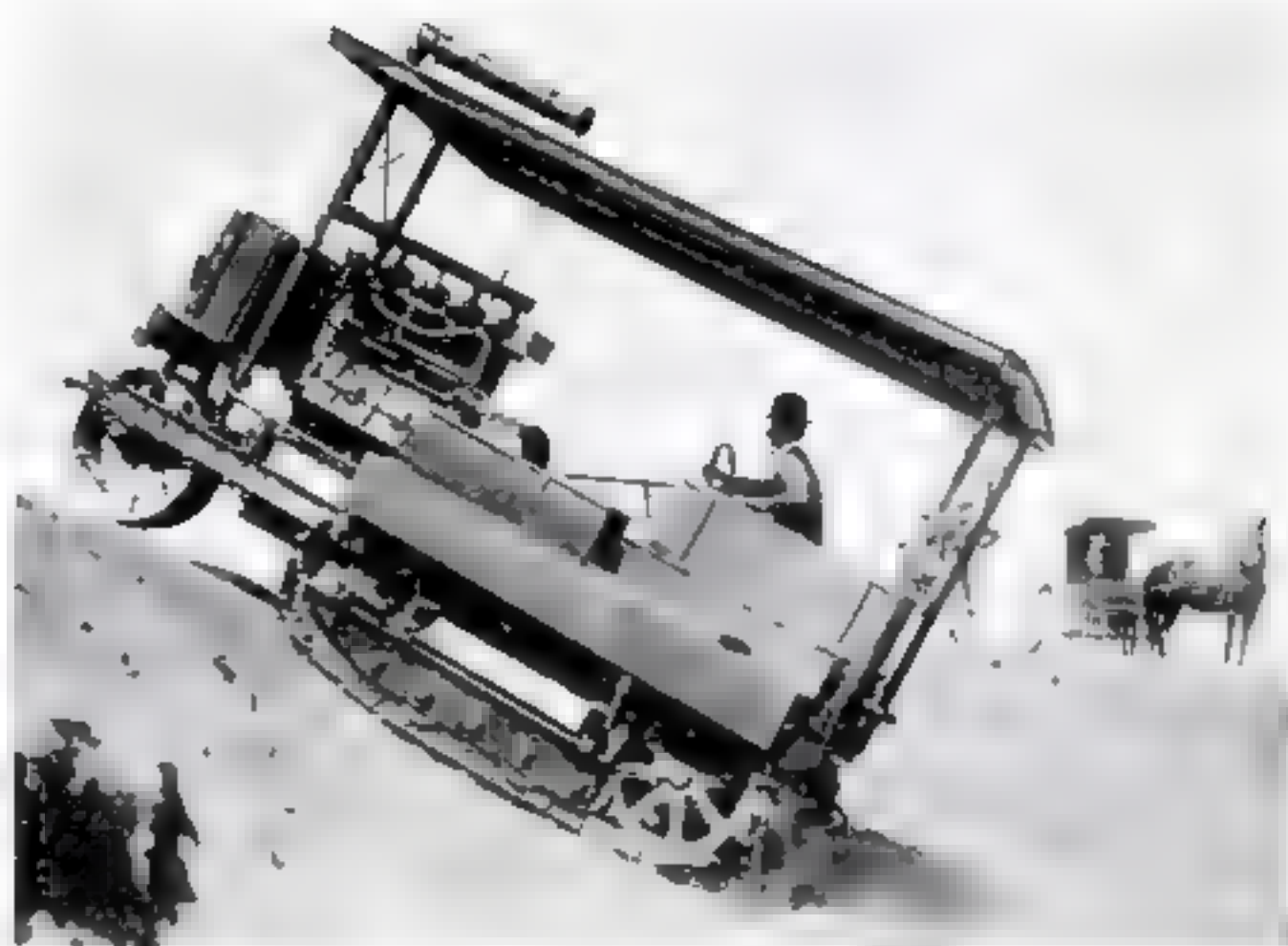
They had their  
BITE SIZE CHEX today!  
(How about you?)

#### THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.



FIRST CRAWLER ever powered by gasoline is steered up hill near Stockton, Calif. on a test run in 1908. At wheel is Holt Engineer W. E. Dorman.

## BIGGEST CATERPILLAR

### New crawling tractor tops them all

A half century ago a California farm-implement manufacturer named Benjamin Holt sent his first clumsy track-riding tractor lumbering across a muddy California field. Today the latest lineal descendant of the Holt crawler is testing its strength by knocking down trees and shoving earth around at the Caterpillar Tractor Co.'s proving grounds in Peoria, Ill. The biggest and most powerful tractor in the world, the D-9 weighs 33 tons and has already demonstrated that it can pile up 90 tons of earth in only five minutes.

The company Holt founded, which later was merged with its chief competitor (*below*), today makes half the world's track-equipped tractors. Its history has spanned the whole development of modern earth movers and the D-9, on which the company has spent \$2 million, is the result of a demand for bigger, faster machines. "Nowadays," says a Caterpillar executive, "a contractor wants to tear down a mountain in 10 days instead of 10 years and the D-9 is simply our next logical step."



STEAM TRACTOR, made by Best Manufacturing Company in 1894, pulls logs in northern California. Best merged with Holt in 1925 to form Caterpillar.

IN COMPETITION at Peoria the D-9 in five minutes → pushes up as much dirt as three smaller D-6s.









**FELLING TREE**, D-9 knocks down a 24-inch tree. It can push over trees this size with a single blow.



**SHOVING DIRT**, D-9 in 45 minutes moved nearly one third more than next largest tractor at right.

**TREADING LIGHTLY** on eight watches the D-9 → leaves them all unbroken, in spite of great weight





# Why Swelter?

Beat the heat with G-E "Comfort-Conditioned Air"!



**No more hot, muggy days!** Don't face another summer of hot, sticky misery! G-E Room Air Conditioner eliminates all this discomfort, lets you relax and enjoy life.



**Relax in dry, cool air!** A General Electric Room Air Conditioner eliminates the discomfort of hot, muggy weather. It provides a whole roomful of cool, crisp, filtered air—"Comfort-Conditioned Air."

**Insist on "Comfort-Conditioned Air"... only G.E. offers you all this!**



**Dry, cool comfort!** A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



**Clean, healthful comfort!** You enjoy a cleaner, healthier home. Truly efficient filters reduce airborne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



**No-draft comfort!** Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish, to prevent drafts and over-chilling.



**Automatic comfort!** G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



**Dependable comfort!** For years G-E has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.

Keep cool and dry  
for as little as—

**\$229<sup>95</sup>**



**ROOM AIR  
CONDITIONERS**

**Learn how little it costs to keep dry and cool!**

**Why not plan to enjoy G-E "Comfort-Conditioned Air" from now on?** There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

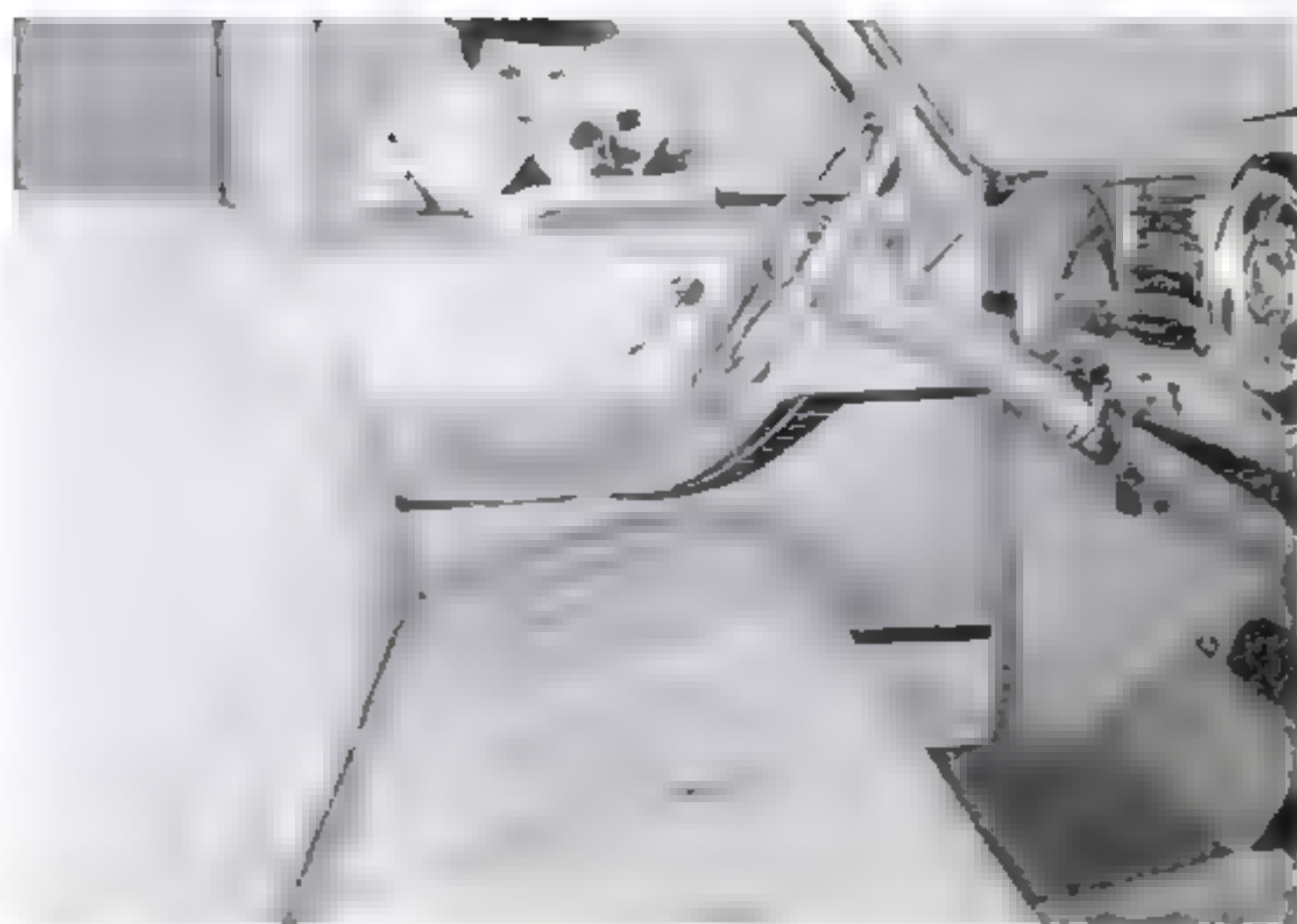
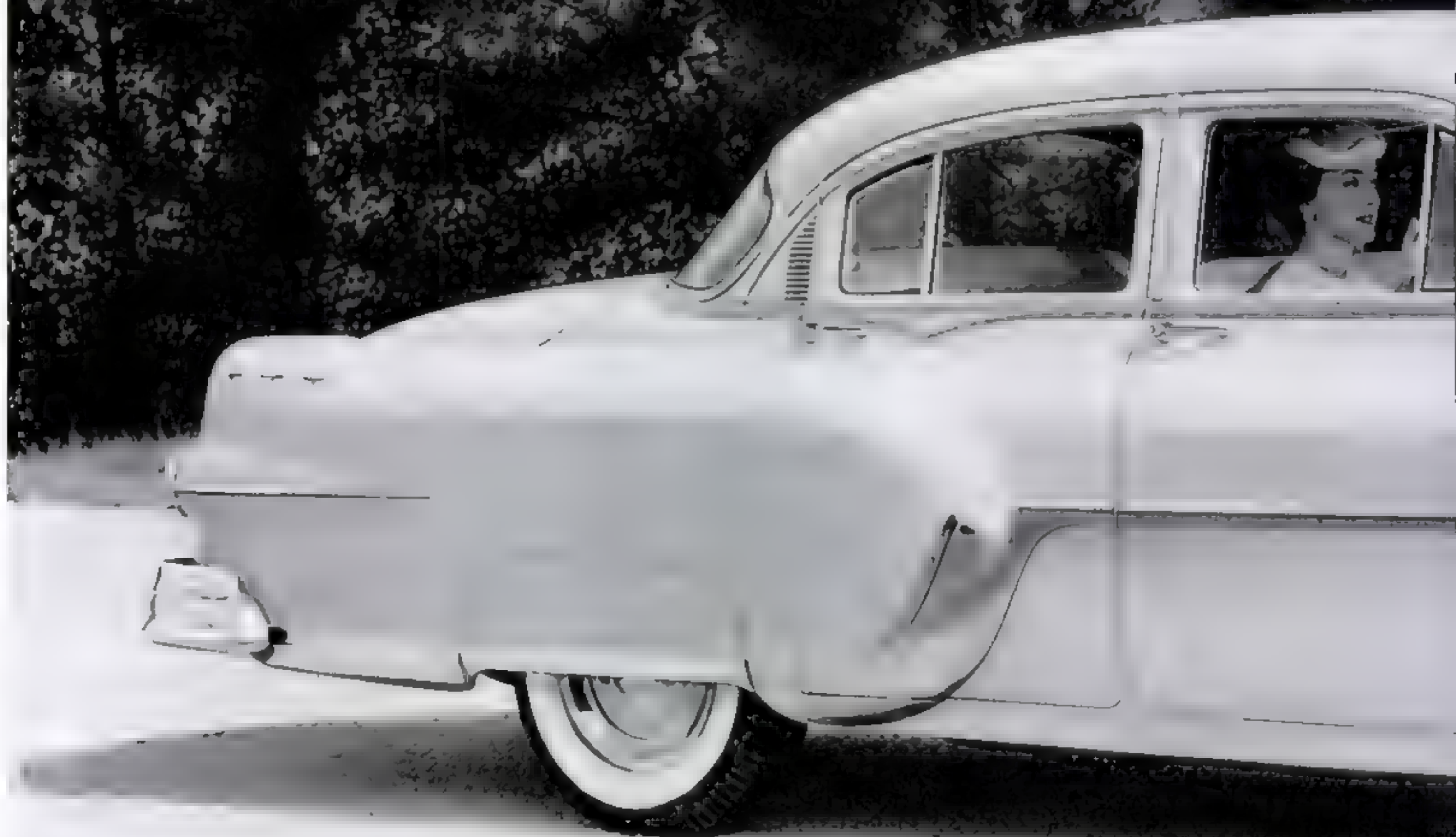
No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon. General Electric Company, Appliance Park, Louisville, Ky.

*So quiet! So very dependable!*

**GENERAL  ELECTRIC**



# Luxury. Size, Performance



You will have to go way up the automotive price scale to match the luxury, beauty and roominess of Pontiac's custom-styled interiors. Pontiac for 1954 is far and away the biggest, finest, best-performing car ever priced so low.

A used car lot may seem an odd place to go for *new* car information—but if you will look at ours you will see a most revealing sight.

Side by side with late models of the lowest-priced cars you will find recent models of costly automobiles—all traded in on new Pontiacs!

The important fact you'll want to know is "why?" Why do people with such varying tastes and incomes all turn to Pontiac? Well, let's have them speak for themselves.

"Why not?", says a former buyer of the lowest-priced cars. "The difference in cost is negligible. Just a matter of a few dollars. But that small sum makes a tremendous difference in all-around pride and satisfaction. I get a car as big and beautiful as the finest—with the same kind of

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spacious luxury. I get performance that is a revelation in alertness, nimbleness, and passing power. I get the smooth, steady, quiet ride that only a big, long car can provide. And I know that Pontiac's reputation for dependability means a very minimum of upkeep cost."

Former owners of costly cars put it in a slightly different way. "Why should I pay more than Pontiac's modest cost? Here's all the size and luxury I'm looking for . . . all the distinction . . . all the big-car performance, handling ease and restful comfort and quiet. And I save enough to pay Pontiac's low driving costs for a long, long time."

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Pontiac. It's good to know but, naturally, you'll prefer to judge for yourself. Well, come in and put the big, luxurious Silver Streak to any test you like. Find out, in person, how it measures up to the finest cars in every quality, yet presses the lowest-priced cars in cost. Do that—get our generous deal—and we'll make this safe prediction: You'll get a Pontiac because you'll know that dollar for dollar it can't be topped, *whatever you value most.*



**DOLLAR FOR DOLLAR YOU CAN'T BEAT A**

 **PONTIAC**





**DIRECTOR HITCHCOCK DIALS M** on gigantic prop of London telephone which is key suspense

device in film. Huge size of phone was Hitchcock invention to get trick perspective in 3-D sequence.



**HITCHCOCK CIGAR TILTS SKEPTICALLY ON SET**

## DIAL HAM FOR MURDER

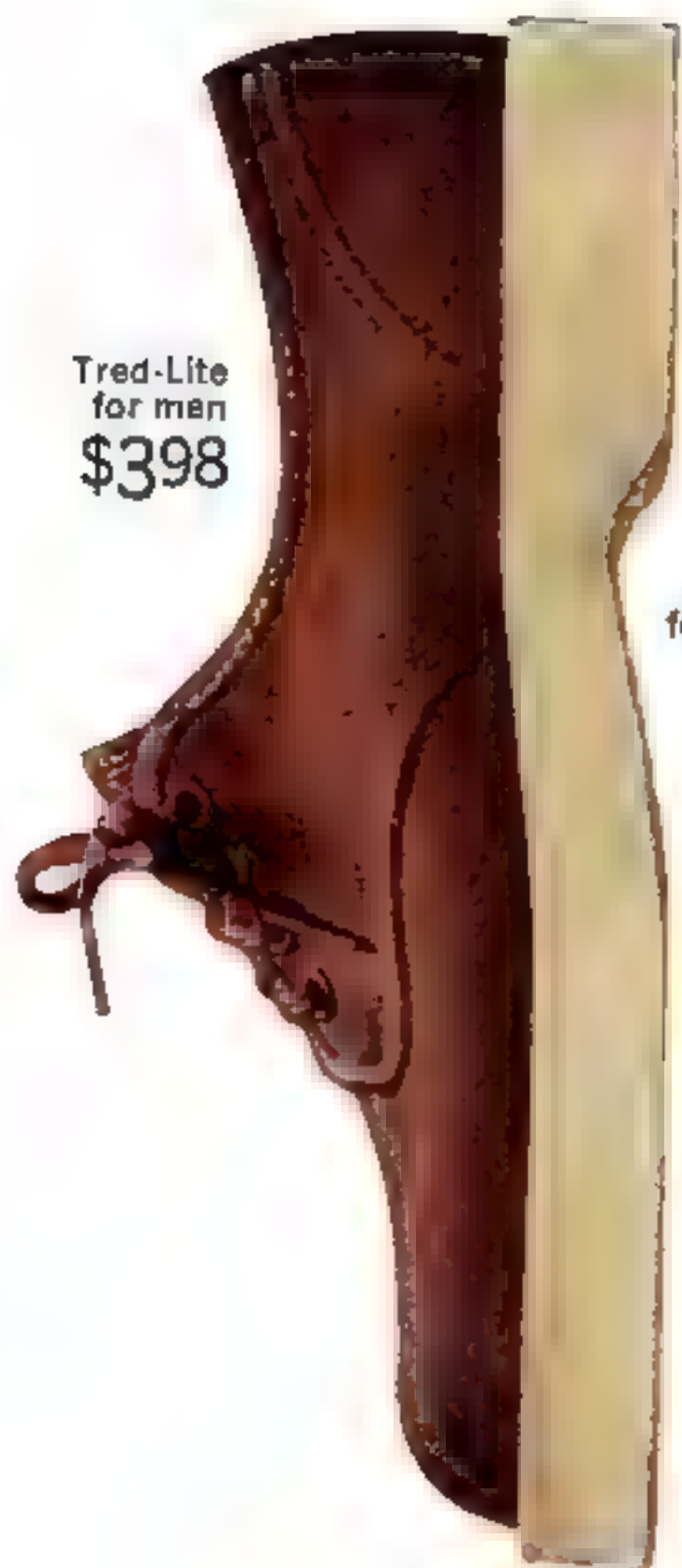
**Hitch is still his own best actor**

Director Alfred Hitchcock, beloved British master of the movie suspense thriller and an inveterate ham, has not lost his touch in either department. His latest film, *Dial M for Murder*, made for Warners from the successful Broadway play (LIFE, Nov. 10, 1952), shows Hitchcock's technical genius neatly solving the problem of how to produce an exciting 3-D movie without recourse to throwing knives, tomahawks or seltzer sprays at the audience. And on the set during the making of *Dial M*, Hitchcock rivaled the performances of the professional cast he was directing with his customary dead-pan dramatics, some of them recorded on these pages by Photographer Sanford Roth. Whether toying with a gigantic prop telephone, malignantly puffing a cigar, glowering over a script or grandly setting his stage (p. 129), Actor Hitchcock remains the master of the deft directorial style that sparked such early classics as his *39 Steps* and *The Lady Vanishes*.

CONTINUED ON PAGE 129



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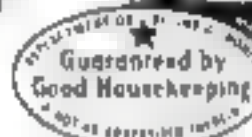
Tomatoes 'n peppers  
pickles 'n spice,  
Simmered together  
'n blended just nice.  
Soon as you taste it  
You'll love it because  
It's the  
**real home-made kind!**



Mmm! mouth-watering  
flavor-magic on meats,  
poultry, sea food...  
and in cookery too!

**Betcha!**

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If not—send us the  
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You can  
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CREAMIER**

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**SQUIBB**  
Richer  
foam  
**SHAVE**  
Contains LANTOL



**HOLDING SCRIPT**, Hitchcock glowers as a scene is discussed. A devastatingly funny critic, he ribs actors, technicians and producers impartially.



**SETTING STAGE**, he explains action locations to his cameraman (left). He frequently acts out sequences in rehearsal but hates to play love scenes.

# MOST POWERFUL ROOM AIR CONDITIONER



The 1954 Fedders is beautiful *outside*...powerful *inside*, proved in tests more powerful than many other room air conditioners! Fedders exclusive V-type evaporators give you 93% more cooling area...greater reserve capacity for hot, muggy days. Greater filtering and air-cleaning area. And you get greater dehumidifying power, too. Be sure you look "under the hood" when you buy a room air conditioner. Look at powerful Fedders!

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BROOKLYN BRIDGE IS AN AERIAL FLIGHT OVER NEW YORK'S EAST RIVER HELD BY STEEL GOSSAMERS SLUNG BETWEEN TREMENDOUS STONE GOTHIC TOWERS.



# BROOKLYN BRIDGE

The Roeblings' engineering masterpiece, a marvel of its age,

This month Brooklyn Bridge, the oldest and many think the handsomest of the six big spans linking Manhattan Island with the rest of the U.S., was re-opened after four years of partial close-down. In that time \$7 million was spent to refurbish the bridge, remove trolley tracks, increase auto lanes from four to six (*picture at right*) and revamp trusses. Happily, for those who venerate the 71-year-old bridge as a cluster-point for history, poetry and Americana, its exterior appearance, unchanged since its opening, is unchanged still.

Bridges are elemental things, like wheels, blades and bricks—simple, obvious, yet of undying importance. To most people who cross them they are merely a means to an end. But to an infinitely smaller, rarer group bridges are esthetic concepts that have miraculously materialized in steel and stone.

← STERN AND HUMORLESS, JOHN ROEBLING LOVED NOTHING SO MUCH AS ENGINEERING





HERE THE 1,595-FOOT-LONG SPAN IS SEEN AT DUSK FROM THE BROOKLYN SIDE AGAINST THE BRILLIANTLY LIGHTED TOWERS OF DOWNTOWN MANHATTAN

# -71 YEARS YOUNG

is now even better than new after four years of refurbishing

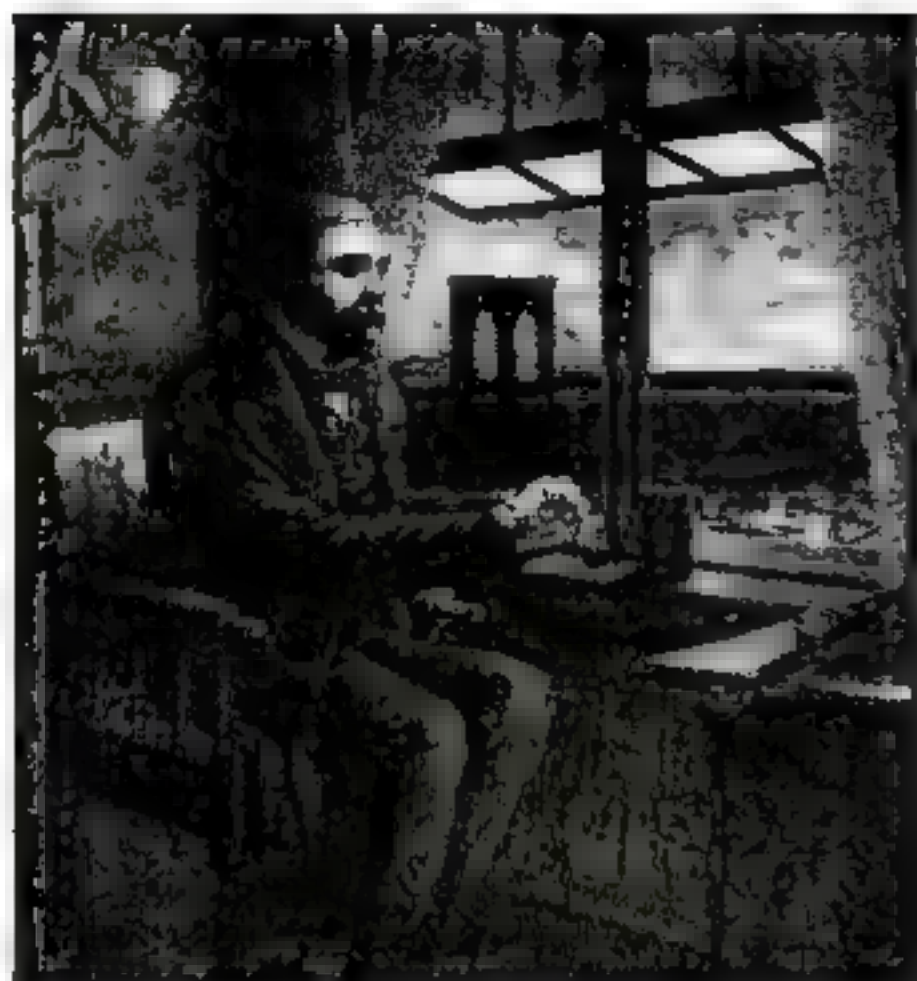
These are the bridgebuilders, a dedicated lot. Such a one was John A. Roebling

A German-born civil engineer who immigrated to America in 1831. Roebling helped found a colony in Pennsylvania, saw the need for an iron rope and began to make it. He not only invented iron (later steel) cable, but he epochally incorporated it into the suspension bridge by developing a technique for weaving wire back and forth from shore to shore without a break, first in strands and ultimately into cables. Bridgebuilding became his life work and 1,595-foot Brooklyn Bridge his epitaph. For one day in 1869, while he was surveying its site, a ferry crushed his foot and 16 days later he died at 63. But fore-sighted Roebling had planned properly, even to a successor who went on—as the pictures on the following pages relate—to finish the engineering masterpiece.

NOW BRIDGE HAS NEW STRUTS OVER ROADWAYS, STRONGER LIGHTS IN OLD FIXTURES →







**PARALYZED BUILDER** sits in view of bridge, beside binoculars through which he watched it grow.

## WORK WAS DIRECTED BY REMOTE WATCHER

The month after John Roebling died, his son, Washington Roebling, 32, Civil War veteran and graduate engineer, assumed his father's duties. Work on the bridge began in January 1870. It proceeded well although as the caissons ate into the river's bed, workmen died of the then-mysterious "bends," or caisson disease. Stanch Roebling spent more time in the caissons than anyone. In 1872 he too was stricken, rallied and returned to be stricken again—terribly. He was paralyzed, his sight, hearing and speech affected, his nervous system reduced to a life-long torment. From his home in Brooklyn (above) he continued directing the work and his magnificent wife Emily studied engineering so she could make inspections and transmit his orders to job engineers.



**MODERN RENOVATOR** who drew the plans for the recent changes is David Steinman, here standing on its strands. He is one of the world's great bridgebuilders, with 300 spans on five continents.

IN 1873 the half-built towers (foreground and extreme right) afforded a superb view of New York Harbor. But many said neither they nor mere steel cable would ever support the bridge's 13,800 tons.



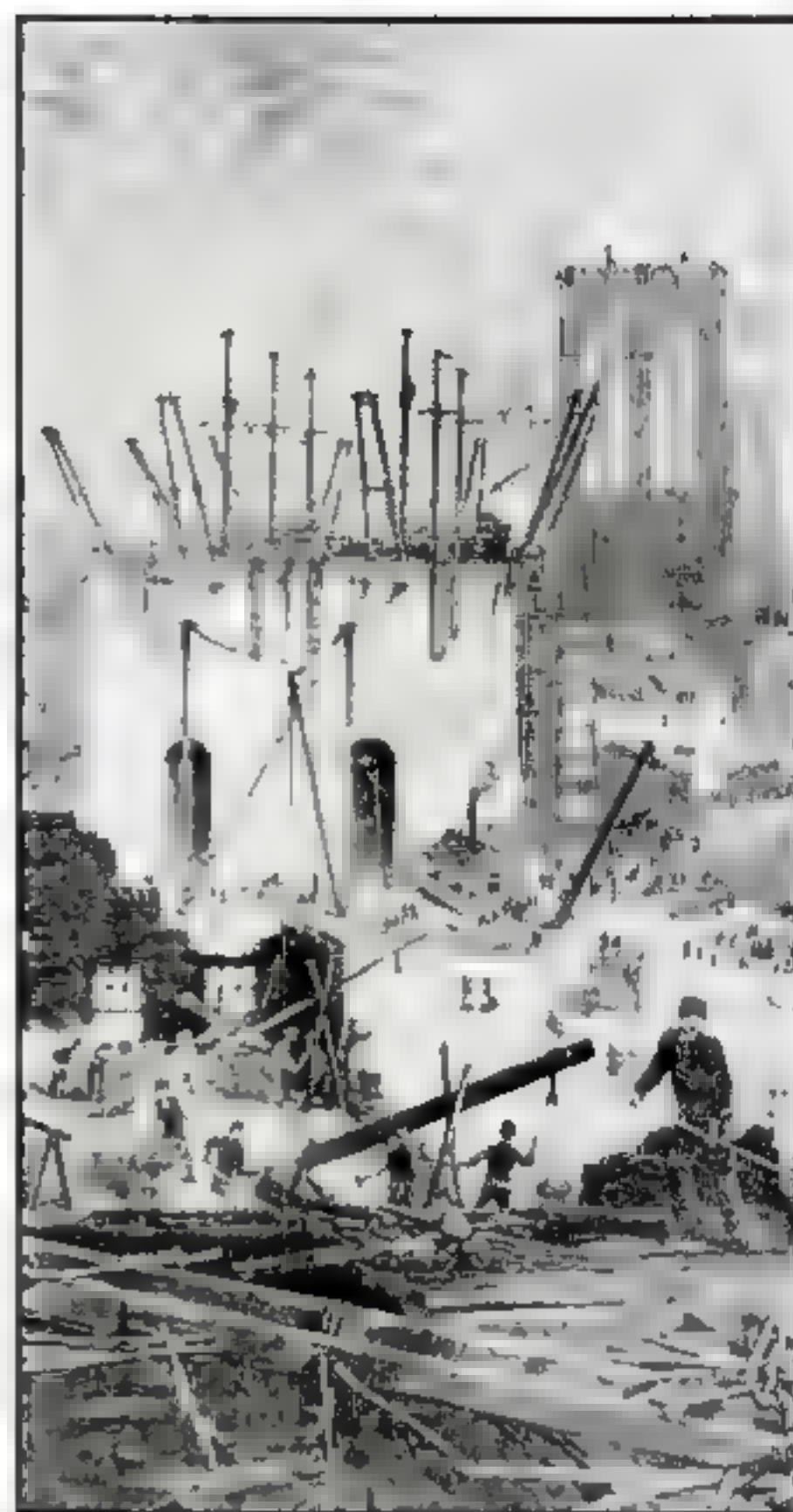
SLENDER SWAYING FOOTBRIDGE STRUNG FOR WORKMEN WAS THE VERY FIRST BRIDGE TO BROOKLYN







IT ATTRACTED AMATEUR DAREDEVILS WHO OFTEN GOT HALF WAY OVER, THEN COLLAPSED IN PANIC



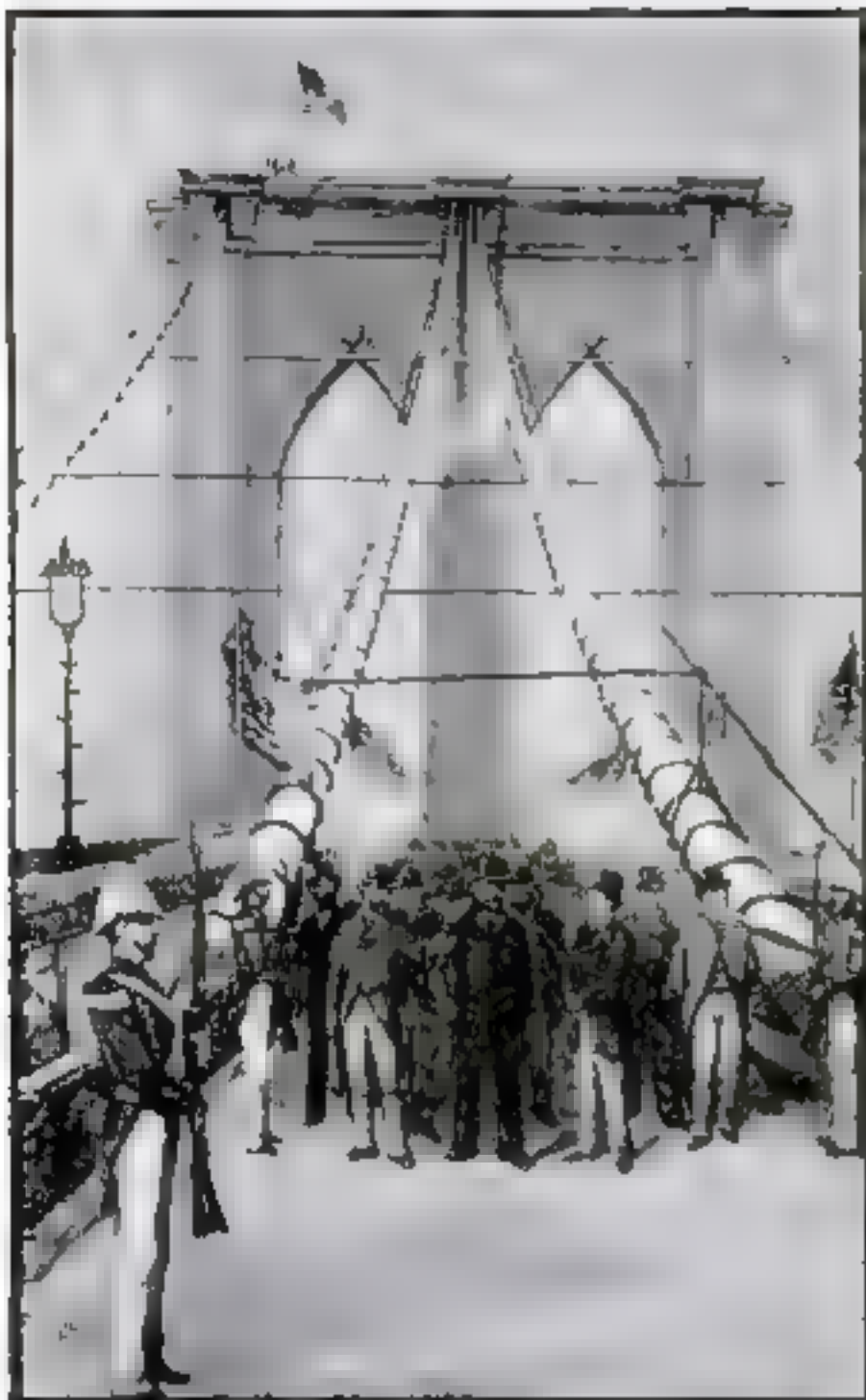
**DEMOLITION** of buildings (foreground) went on in 1877 to make room for the Manhattan approach. A former home of George and Martha Washington had stood where the cable anchorage is being built.



**SUSPENDERS**—the ropes that hang from the cables and support the roadway—were being installed by 1879, just two years after the first thin wire for the first of four cables was drawn across the river.

← **BY 1875** the granite towers stood virtually completed on the enormous wood caissons (some 170 feet long) which astonishingly are still their foundations, the wood preserved indefinitely by immersion.





**THE PRESIDENT**, Chester A. Arthur, and New York Governor Grover Cleveland led first walk over. Fort and ship cannon fired, crowds screamed.



**TORCHES, BONFIRES AND ROCKETS** lit up the sky on that wildly celebrative night. So on the bridge itself did 80 big lamps that were miraculously

operated by electricity. Rooftops, fire escapes were jammed. One onlooker at the bridge's opening was a 5-month-old baby named Finello H. LaGuardia.

## IT WAS OPENED WITH FIREWORKS AND HAS LIVED ON IN MELODRAMA

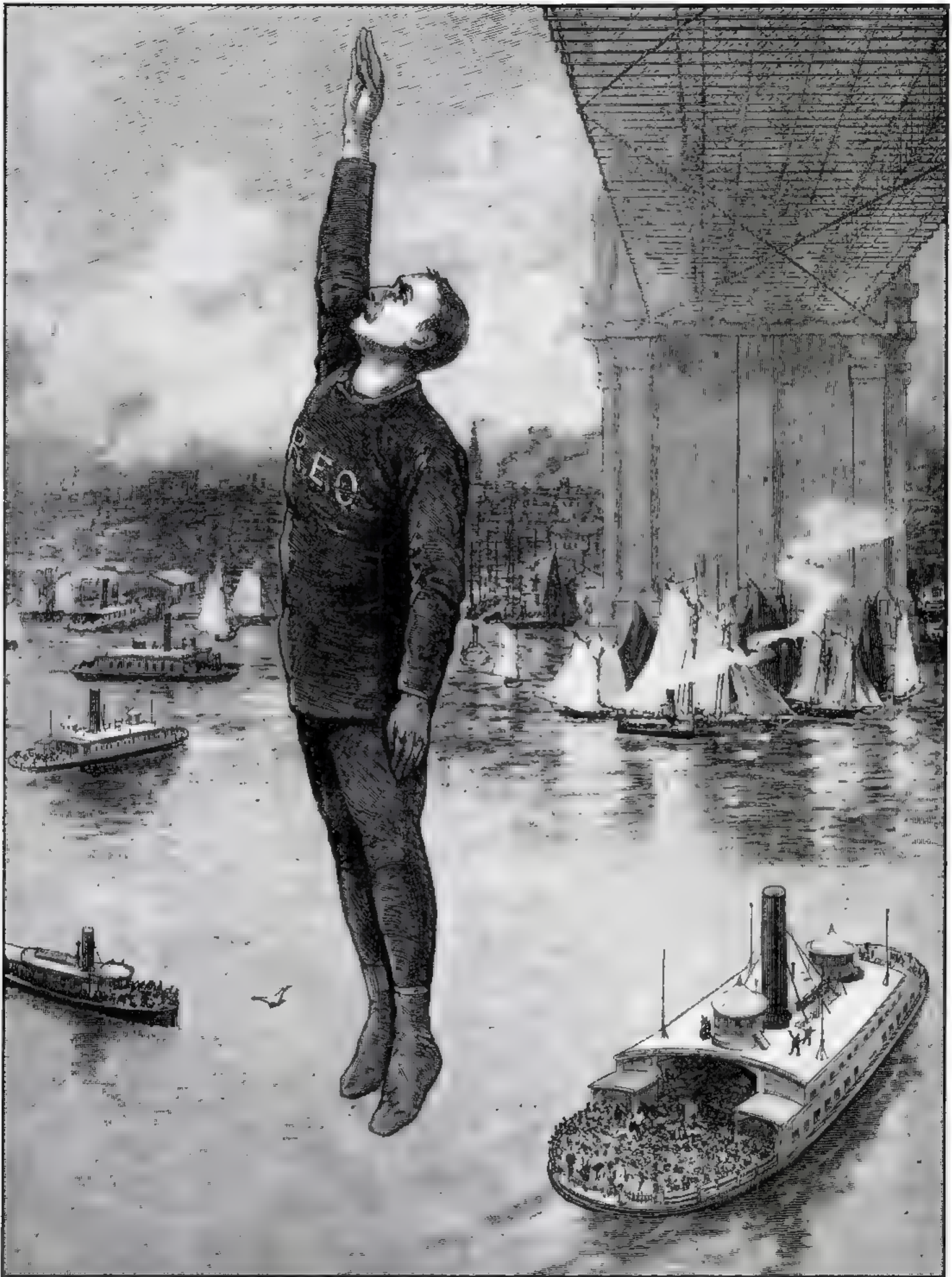
Thirteen years, \$15 million and 20 workmen's lives later the great bridge was opened on May 24, 1883. After the inaugural tour (above, left), President Arthur and entourage marched to Roebling's home to honor him. That night the bridge was opened to the public at tolls (long discontinued) of 1¢ for humans, 2¢ for sheep. Roebling lived on—in pain—until 1926. The bridge, say engineers, is good for at least two centuries more.



**THE GREAT PANIC** on the bridge took place six days after the opening. It had been thronged since the first night when an amateur miler sprinted over to be the first toll payer and 250,000 more walked across in the first 24 hours. But

many had deep misgivings about the structure's strength. On May 30 when someone suddenly screamed, panic ensued. The cry spread that the bridge was falling. Twelve were trampled to death, 40 injured. Here victims are being removed.





**THE FIRST LEAP** off the bridge was made by Robert E. Odium, a swimming teacher, in natty initialed costume, whose announced intention attracted ferryboat loads of spectators. He died of internal injuries. Later Steve Brodie claimed

to have made the 135-foot leap on July 23, 1886 and indeed was picked up in the water alive going on to immortality and a profitable Bowery saloon business. But no disinterested witness ever saw Brodie jump and he probably never did.



## SCHOOLS' 'PALLID PRIMERS'



See It Go  
"Look," said Dick.  
"See it go."  
See it go up."

Jane said, "Oh, look!  
See it go.  
See it go up."  
"Up, up," said Sally.  
"Go up, up, up."



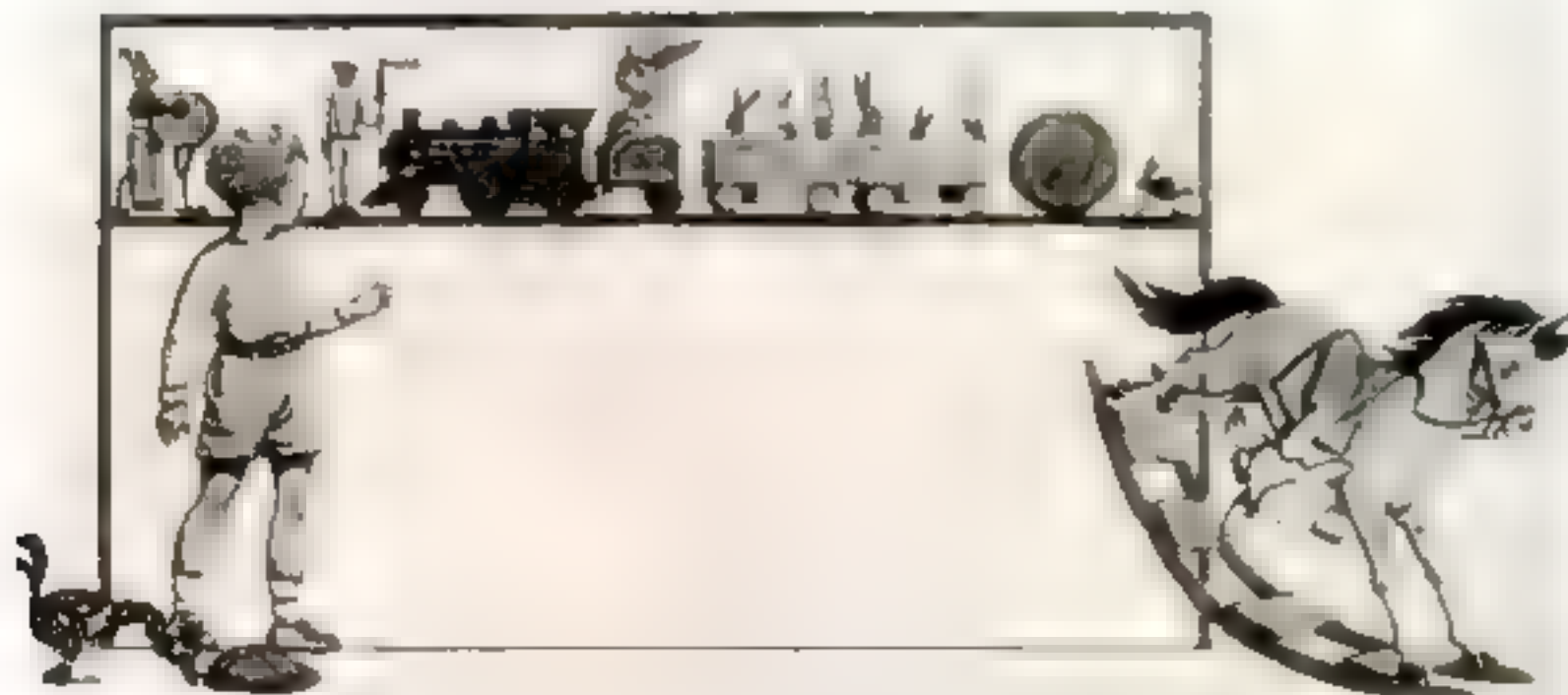
"I like the seesaw," said Ann.  
"You get on, too, Jane."

Ann got on the seesaw.  
Then Jane got on it.  
Up, up, up went Ann.

Daddy ran to help Ann.  
Up and down went the seesaw  
Up and down went Jane and Ann.  
Up and down they went.



Father laughed.  
"Look, Mother!" he said.  
"Look in this white box.  
See the new blue shoes!  
I wanted some new house shoes.  
This is the color I like.  
What good house shoes!  
What a good chair!  
What a good home!"



Jerry saw a train.  
"I like the train," said Jerry  
"I want the train."

Jerry saw a ball.  
"I like the ball," said Jerry.  
"I want the ball."

IN THE CLASSROOM boys and girls are confronted with books that have insipid illustrations depicting the slicked-up lives of other children. At top is page from primer titled *Fun with Dick and Jane*. Below it at left, in *Many Surprises*, father in business suit takes children on picnic. Middle right is *The Little White House*, which is one of those used in Fairfield. Bottom is *Day In and Day Out*. All feature abnormally courteous, unnaturally clean boys and girls.

# Why Do Bog Down

## A LOCAL COMMITTEE SHEDS LIGHT

by JOHN HERSEY

ALL over the country, this month and next, most of the 28,800,000 pupils in the public schools are being given standardized year-end achievement tests. A question that both educators and parents will want to see answered by those tests is: Are our young citizens learning to use our language well enough?

This question has been more and more frequently asked in recent years. Parents have cried in dismay that their children could not read out loud, could not spell, could not write clearly enough to read their own pen tracks. Businessmen have complained that they could not find stenographers to write grammatical letters. Employers have said that mechanics could not read simple directions.

Many a college has blamed high schools for passing on students with average or better I.Q.s who could not read adequately to study college subjects; high schools have had to give remedial reading instruction to boys and girls who did not learn to read properly in elementary schools; the sixth-grade teacher has blamed the fourth-grade teacher; the fourth, the first; and all the teachers have now and then blamed parents, and with justice.

Two years ago the Citizens' School Study Council of Fairfield, Conn., a residential community with a population of 33,000, appointed a committee (picture, pp. 138, 139) to confront this question so far as the children of the town were concerned. We of the committee read technical books, consulted experts, attended our local schools to observe the teaching of reading, and during two school years argued among ourselves to late hours.

The intelligence quotient of the median student in Fairfield—half rank higher than the median, half lower—is 102, or two points higher than the national norm. Results of the nationwide Metropolitan Achievement Tests administered in the first six grades show that our median students run just slightly ahead of the national norms. So Fairfield's accomplishments and troubles, if not typical, are pretty close to those of the average American community. In any case it became obvious to us early in our discussions that reading problems could not be solved in a vacuum in Fairfield or any other single community in our country. These problems are built into prevailing educational philosophy, into teacher-training schools, into textbooks, into homes, into television sets and into American folkways of the present time.

This is why we presume to share our investigation and our findings with others in this article drawn from the committee's report. Our work convinces us that it will be possible for parents to support educators in solving these nationwide problems only if they attack them together in many communities in many states, with prolonged study and without undue excitement. Surely neither apathy nor hysteria—extremes with which our citizenry has long honored the public schools—will solve them.

There is very little in this field that is measurable. The experts disagree. The best of them admit that they still have much to find out about the mysterious and magical process of learning to read. So the committee's findings are necessarily intuitive. Here are the main ones:

Our public schools have done a heroic job, during a period of enormous expansion and in the face of ever-tightening budgets, to maintain standards in the teaching of reading. The seriousness of purpose, the selflessness and the integrity of public-school teachers are manifest. Some children read very well indeed.

However, grave reading problems exist. Educators are aware of them and are working hard to solve them.

One sort of problem arises from unwitting misuse and abuse of some of the widely accepted philosophical assumptions now underlying American public education—such as the aim of "teaching the



# Students on First R?

## ON A NATIONAL PROBLEM: READING

whole child," of making school a happy place and of teaching children through experiences they have had in common. The end results of these distortions have been that some children have not mastered essential skills; that many children understandably prefer lurid comic books and television shows to insipid, goody-goody school readers; and that pupils are taught to conform rather than to be individuals.

Another kind of problem comes from the fact that some current teaching techniques have shown serious weaknesses. The most serious of all are complications of the desirable practice of taking each child at his or her own natural speed in learning. Others are a consequence of the battle, beloved by parents, between "Grunt-and-Groan" and "Look-and-Say"—that is, between phonetics and sight reading. Others have brought the puzzling result that many more boys than girls hate reading and do poorly in it. And many reading troubles come from a failure to help children to *want* to read, a failure to which parents have generously contributed.

A third group of problems comes from the competition these days between words and images—especially between reading and television.

It must be said that in urging a close look at these three kinds of problems, we do not urge a blind turning back of the clock. We repudiate the angry shouts of certain American primitives who have lately set themselves up as judges of all things American, including education, and whose oversimplified battle cry in this field is "Back to the Three R's!" We cannot, in our day, go back to primitive ways—to the hornbook, that wooden board like a Ping-pong paddle from which colonial children learned the alphabet, or to the watchpocket-sized *New England Primer* with its microscopic print and moralistic sayings, or to the high-minded McGuffey's Readers, or to the birch rod, the dunce's cap and the Franklin stove. Nor will reading problems be solved by any single, simple panacea, such as "going back to phonetics."

Now let us examine each of the three kinds of problems.

### The cult of entertainment

**F**ROM the sound principle that a happy child takes more easily to learning than an unhappy child, there may come the unsound result that school is turned into something like pure entertainment.

The pre-primer teachers' manual used in Fairfield is used in every state in the country; it is typical of such manuals used in most American schools. In listing objectives of the first-grade reading program, it gives as the first of 36 objectives: "To create a feeling of pleasure and satisfaction from reading humorous, surprising, and interesting stories." Two thirds of the way down the list, in 21st place, stands this objective: "To develop the ability to read short sentences with understanding, both orally and silently."

Is it not misplaced emphasis, to say the least, when the objective of deriving pleasure from an act is put so far ahead of the objective of learning to perform the act?

Is not the point that pleasure in itself is not an objective of the school curriculum at all, that learning is the main objective, and that pleasure may be an aid, a motivation, a means toward the realization of the true objective and a wonderfully desirable by-product of its attainment?

There is, besides, a possibility that not happiness but its very opposite may result from the creation of an image of life, or a pretense of that image, that does not correspond at all with reality. Stories of happy play, helping others, cheerful good-hearted neighbors, and so on, describe things that are desirable, but they do not exactly offer a slice of life. A small child who through accident or parents' carelessness

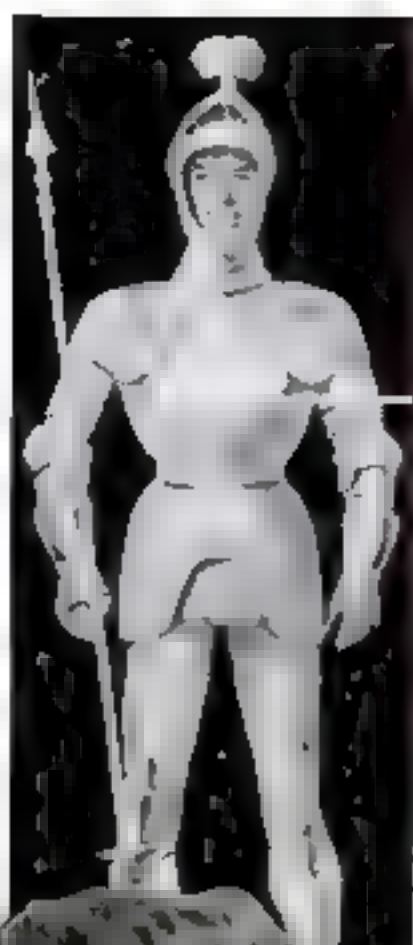
## STORES' JAUNTY JUVENILES



**IN BOOKSTORES** anyone can buy brighter, livelier books featuring strange and wonderful animals and children who behave naturally, i.e., sometimes misbehave. At top are birds from Alice and Martin Provensen's *The Animal Fair* (Simon & Schuster). Middle: *The Story of Babar* by Jean de Brunhoff (Random House). At bottom is page from Ludwig Bemelmans' *Madeline's Rescue* (Viking). Given incentive from school boards, publishers could do as well with primers.

CONTINUED ON NEXT PAGE





Another  
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washday wonder...

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rayon  
sport shirt  
can't shrink  
can't fade

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**CITIZENS COMMITTEE**, members of Fairfield's parent group on whose report this article is based, try to read symbols projected on a screen. Problem simulates that faced by children learning the alphabet. Committee members are, left to right, W. Bradley Morehouse (lawyer), Mrs. Ernest Rappolt (housewife), Author John Hersey, who was chairman and who wrote this

## THE FIRST R CONTINUED

one afternoon watches on television not Howdy Doody but a documentary moving picture about unspeakable degradations in a Nazi prison camp goes to school the next day and is given reading readiness, but perhaps not life readiness, in an antiseptic little sugar-book showing how Tom and Betty have fun at home and school.

This is not to advocate a pre-primer of horrors. Far from it. It is simply to ask: if our educators are to make pretensions to psychological understanding, should they not earnestly and continuously study the gap between the reality of life and the ideal image of it they may be creating?

Must they not look closely to see why many children resist the textbooks they are given? Is not revulsion against namby-pamby school readers perhaps a reason why they like lurid comic books so much? Are age-old fairy tales so unwholesome after all that they must be given happy endings in the manner of slick magazines? Is it a guarantee of happiness to end a retelling of *The Sorcerer's Apprentice* in a sixth-grade reader, in which the apprentice, who has turned himself into a hen, has just gobbled up the sorcerer, who has turned himself into a kernel of grain, with these pious words: "And wasn't it fine that all the powers and brews, which had been used for evil by the sorcerer, were now in the hands of a boy who would use them only for the good of man and beast?" Must we carry into the schoolroom those classic oversimplifications of our time: the Good Guys and the Bad Guys?

As parents we accept the charge that it is really for us to seek the kind of understanding that may help our children to find true happiness; we have, indeed, enormous work to do. Having said that, we may add that we believe that the wide gap between schoolbook ideality and life's reality deserves close study on the part of educators.

## The cult of wholeness

**MUCH** emphasis in recent years has properly been placed on integration: on the whole child, the whole of learning. This emphasis is also applied to curriculum. Educators tend to speak not of elements—reading, writing, spelling, grammar and so on—but of the whole: "language arts."

Our committee has come to believe that an individual's sense of wholeness and wholesomeness follows, and cannot precede, a sense of accomplishment. In order to integrate there must be solid materials to be brought together. We speak with respect of "a man of parts"; we admire the whole of this man because certain of his diverse talents, or of the elements of his character, or of his intellectual gifts have been highly and separately developed.

A paradox, and a harmful one, may come from misapplied "integration." It is this: a constant effort is made to touch on all the parts of the whole subject; the consequence is a scattering of effect, the opposite of integration. This may be true of teachers' use of time; it may be true of texts. As one Fairfield teacher remarked of a certain textbook not long ago, "It jumps around too much."

In the name of variety, the content of many reading textbooks is higgledy-piggledy and is often entirely unrelated either to the





article, Mrs. M. Reed Foster (housewife), William C. Brastow (chemical engineer), Mrs. W. J. P. Cullen (housewife), William Cullen (writer and actor) and Mrs. John Thurston (housewife). Members Robert Lee (furniture merchant) and Dr. Ralph Pickett (professor) are not shown. "Teacher" at the blackboard is Margaret S. Lathrop, principal of Fairfield's Timothy Dwight School.

children's actual interests or to the material in other subjects being tackled at the same time.

Similarly, textbooks introduce skills, such as grammar and phonetic analysis, piecemeal at various times, and this too may result not in integration but in diffusion.

Should not schools reapply themselves to the problem of how children can learn the troublesome fundamentals early enough and well enough to become well-rounded readers—readers, that is, who not only understand and remember what they read but also are discriminating and skeptical about it? Otherwise may we not stand in danger of producing the "whole" but empty child?

### The cult of uniformity

It is natural that our hard-pressed teachers should tend to "teach by the book"—that is, lean to a large extent on the teachers' manuals that are supplied nowadays with almost all reading textbooks. Indeed it is a good thing they have manuals to help them organize their busy days. But what does "the book" say?

Let us quote briefly from a typical manual, the one supplied for the reading-readiness book, *Fun with Tom and Betty*: "Today [the teacher is told to say] you are each going to have a new book like this one.' Hold the book so that the class may see the cover and say, 'The name of our book is *Fun with Tom and Betty*.' With the hand indicate the title of the book, with a left to right sweep across the cover. 'Tom and Betty are two children who are going to school, just as you are. They do the same things you do. . . .'"

These instructions—for they are instructions, not suggestions—are doubtless good ones; the methods have presumably been tested; these acts and words may in fact be the best of all possible acts and words—for many schoolrooms.

But these instructions leave a kind of distress in the mind. They conjure a picture of an automatic teacher. Worse, one sees on a September morning thousands, perhaps hundreds of thousands, of teachers all over the country giving a left to right sweep of the hand across the cover and saying, "Tom and Betty are two children. . . ." The next picture is of the teacher gesturing and handing out books while a loudspeaker does the talking for her. And finally we have a scene from George Orwell's nightmarish novel, *1984*, in which the teacher has disappeared and the citizen, as child and man, learns everything from a loudspeaker, out of which voices retell history to suit convenience and cultivate the mental process known as "doublethink"—everything means its exact opposite.

Now this is, of course, going absurdly far from the simple and wise directions in the manual. And it goes without saying that experienced teachers grow away from manuals. It is evident, however, that both the reading texts and the manuals used in our schools do tend to encourage uniformity and discourage individuality.

Teachers have discovered that in learning to read and in understanding what they read, children must bring to the printed page their own experience. Therefore most texts use children's experiences that may be assumed to have been shared as a basis for teaching. This in itself is a tremendous force for uniformity. The key sentence in the paragraph we have quoted is, "They do the same

CONTINUED ON NEXT PAGE

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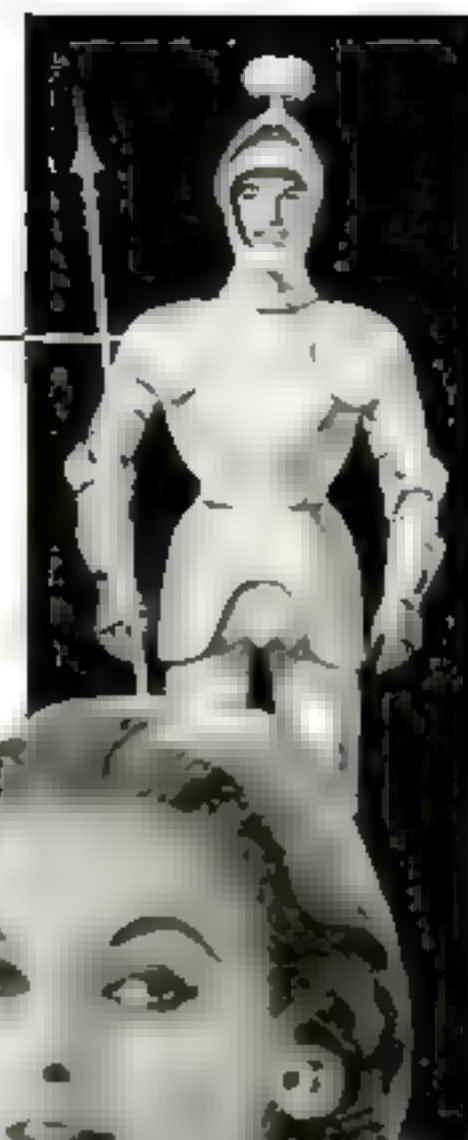
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See TV's Top Dramatic Show . . . WESTINGHOUSE STUDIO ONE . . . Every Week

## THE FIRST R CONTINUED

things you do." Throughout the reading textbooks of the primary grades, our children build their whole structure of reading upon a foundation of uniformity—a mass-produced prefab of life, so to speak. The ideal image, presented both through texts and illustrations, is of a happy middle-class family in ever-clean clothes, straight out of the ads in the magazines.

Should not the authors of textbooks and the teachers who use them re-evaluate the theory of learning through shared experience in the light of this undeniable influence toward uniformity? Teachers should not be passive and automatic but should bring to their work those great American virtues of originality, individuality and independence, and the same qualities should be developed to the utmost in our children; particularly in a period when one of the most disturbing elements in our national life is the pressure for uniformity and conformity.

### Four practical problems

#### 1. Each at his own speed

In any given public school classroom there is a range of talent and achievement of about five years. In a fourth-grade classroom, for instance, there will be children unable to read at anything better than a second-grade level of achievement and there will also be children who have progressed far enough to be able to read at a sixth-grade level. In some classes the range is even wider.

A basic principle of present-day public school education is that each child should be taken along at his own most suitable rate of speed in learning. This principle is based on the sound premises that the fastest-moving pupils should not be held down to the rate of progress of the slowest, and conversely the slowest should not be deprived of the rudiments of education just because they cannot keep up with brighter children.

This is both the strongest and the weakest point in modern American public education. It is strong because it is based on the noble promise of equal opportunity for all, rich and poor, favored and handicapped, bright and slow; weak because it has produced complications that seem not yet to have been thought through.

Children do not progress at the same speed in all subjects. A pupil who is slow in reading may be faster in arithmetic.

The confusion resulting from this basic fact shows itself sharply for the first time in the fourth grade, where relatively complicated work-reading is met as never before, in social studies, arithmetic, science and other subjects. Children are then given textbooks *in the subject of reading* at various levels of difficulty, depending on their various levels of accomplishment, but they are given textbooks *in the other subjects* all of which are uniformly set at the fourth-grade level, or perhaps slightly below it. The slow readers may not be able to read these texts; the fast ones may be bored by them.

Another confusion comes when the child, not the teacher, sets the individual's rate of progress. This is a matter for teacher education. It comes about when a child's inclinations, interest and motivation are allowed to determine his rate of progress, rather than the only proper determinant: his capacity to learn.

Confusion also comes from the fact that the principle of learning "each according to his talents" has not been applied logically in all areas of the so-called "language arts" program. Pupils in a fourth grade read in sections, using three or four different reading textbooks set at various grade levels, yet all study spelling together out of the same textbook at the same rate of speed. This means either that slow pupils are trying to learn to spell words they have not even encountered as readers, or that the grade's spelling vocabulary is alarmingly more primitive than its standard reading vocabulary, to say nothing of that of its fast readers.

There is, besides, sheer physical confusion. For reading instruction the typical classroom is divided up into three, or sometimes four, groups. The teacher can give direct instruction to only one section at a time. The other two or three groups are kept busy with written work (which incidentally means an appalling waste of time and efficiency), and they are supposed to carry on this written work under the noise of oral classroom instruction being given in another part of the room. Members of our committee who visited reading classes came away understanding at last how our children not only can abide studying homework with the radio or television going but seem to prefer it to silent work. It is their habit to work clothed in noise. Sometimes, where the caliber of teaching was especially fine, we who visited were treated to the spectacle of children who were ostensibly working hard at written problems raising their hands to answer oral questions put to another section. Such division of attention does not develop work habits of concentration.

CONTINUED ON PAGE 145



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COMPETITION in Fairfield stimulates Michael McCann, adding slip to collection listing books he has read on his own.

## THE FIRST R CONTINUED

In the fourth grade and up, retarded readers may be quite incapable of reading the standard textbooks in science, social studies, arithmetic and other subjects. Thus, having fallen behind in reading, they fall even further behind in other subjects. They develop a habit of failure and begin to assume that they will fail in anything to do with the mind.

One of the fourth-grade teachers whose classes our committee attended had had a visit from an excited mother who had been horrified to find that her son was unable to read the arithmetic problems he had been given for homework. The mother blamed the teacher, stated that she was at fault for letting the boy lag in reading and insisted that she concentrate on bringing him up to grade in reading as quickly as possible. What was the teacher to do? She had inherited from the third grade a reader who, going at his own speed, had become retarded; she *had* been trying to help him and he had been making good progress, but the boy was, after all, only one of 30 pupils. Was she to drop everything and bring him up to grade? Or was she to refrain from trying to teach him arithmetic out of the only available textbook—or at least from giving him any homework?

Reading retardation can be largely prevented, can be detected early and can be remedied. But in order that these things may be done, we need vastly greater understanding on the part of parents and taxpayers, for the job takes time and it certainly takes money. It requires above all enough superior supplemental teachers—particularly remedial and guidance teachers.

In "each at his own speed" there is a hazard for bright children too. It is mediocrity.

Educators do not believe students should be given textbooks *above* the level of the grade in which the students find themselves. Instead of pushing bright students ahead into more difficult material, our teachers give them what is called "enrichment"—that is, more work, in ever-widening circles, at the grade level of difficulty. Enrichment is something all pupils are supposed to get, only the bright ones are supposed to get more of it than the others—as when a bright child finishes his assignment ahead of others, goes to the bookshelf and gets supplementary reading on his own. The teacher may also give him extra assignments in looking up, delving into hobbies and so on.

We believe that the enrichment theory is unsatisfactory in three ways:

► In a public school classroom with from 25 to 40 pupils, the teacher simply does not have time to devote to special enrichment for advanced pupils; she has a hard enough time getting through the basic material for all.

► The fast learners are not always the fast performers; indeed they are prominent among the dawdlers, daydreamers and out-the-window-gazers, and enrichment depends on speed of dispatch of the basic work.

► Most important of all, is the theory that students should not venture into more difficult texts really sound? It seems to be based on a feeling long favored in this country that precocity if too much encouraged turns children into worms. But where are we to get

CONTINUED ON PAGE 145





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The stick does the trick! This deodorant in *solid stick form* is the **QUICKEST, EASIEST, CLEANEST** you've ever used! Simply rub stick lightly under arms. Old Spice Deodorant melts into the skin *instantly*... is safe for skin and clothing... gives you absolute assurance. For that social security you can't afford to be without, try Old Spice Stick Deodorant today.

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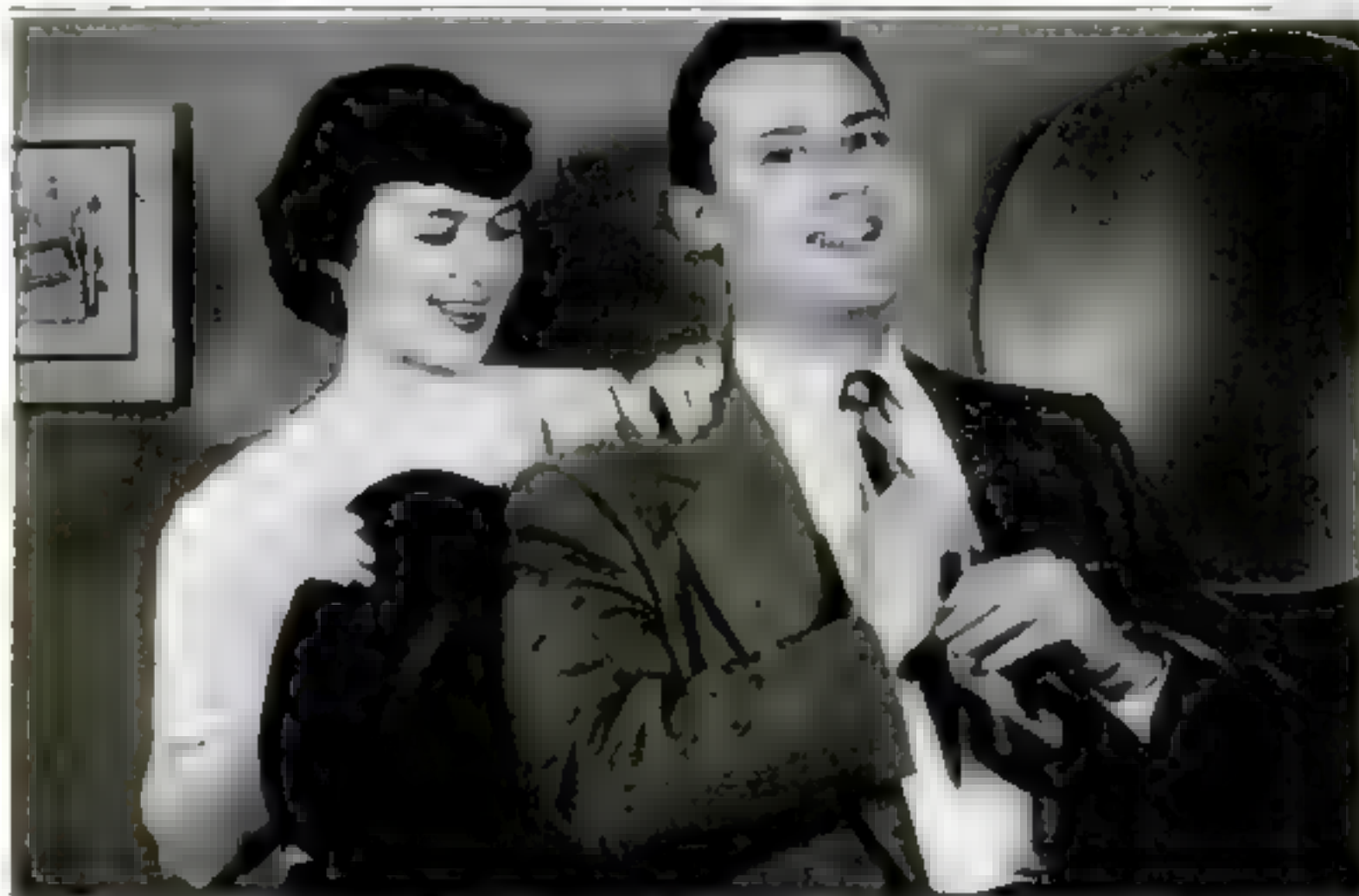
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**SHIRTS STAY BETTER LOOKING LONGER  
WHEN A PROFESSIONAL LAUNDRY DOES THEM**

## THE FIRST R CONTINUED

future leaders of science, politics and the arts if we do not urge some minds to press forward with all the eagerness they can muster? Can we conceive a Mozart, a Darwin, an Einstein emerging from a public school classroom that puts a ceiling on the difficulty of study materials?

The number of badly retarded readers is generally small compared with the number who might be able to move above grade level, yet the two groups get equal instruction time. In classes visited by this committee, the total size of which was about 30 each, the slowest-reading group consisted of six children or less, and in some cases consisted of only two or three. The group of best readers averaged from 10 to 12 in number. In extreme cases, therefore, two pupils are given a full half-hour reading period, then 12 pupils are given a half hour—equal class time but one sixth the individual instruction. Even the middle mass of average students suffers relatively in this situation.

### Who gets the worst of a bad deal?

**T**HUS children at both ends of the scale—the potential leaders and the potential handicapped of our society—are not getting anywhere near the attention they need and deserve. Of this bad deal the bright ones are getting the worst.

Why are slow learners less badly off than fast learners?

By and large, reading textbooks and teachers' manuals concern themselves far more with retarded than with advanced students. The pre-primer manual used in Fairfield asserts, "The teaching plans are based upon the principle of differentiating instruction to fit individual abilities." But how is this implemented? "Special provision," the manual says, "is made for the slow learner under the heading, 'Helping the Individual Child.'" No mention at all is made of the gifted child. In manuals of the middle grades, fourth through sixth, it is claimed that the gifted child "will be by no means the neglected child in this basal reading program." Yet in the introductory pages of these manuals, a section of 625 words is devoted to slow learners, one of only 90 words to bright pupils.

There are other reasons why slow learners are less badly off. One is a compassion we all feel for those who obviously need help. Another is the natural anxiety a teacher has to keep her record good: a visible blot on it will not be made by a bright pupil who just coasts along but will be made by a failure. A final and most obvious reason is the inadequacy of the average remedial-guidance teaching staff—the citizenry's fault, not the schools'.

### 2. Sight reading vs. phonetics

This is the famous battle of Grunt-and-Groan vs. Look-and-Say.

Early in the century the phonetic method of teaching was overdone. Innocent little children were taught to put the diacritical marks of pronunciation over words, as if the magic book of reading had turned into a monstrous dictionary. Beginners sounded out words and parts of words by the hour, so that during the revolt against this excess, the system was nicknamed by some people the Grunt-and-Groan method. It was then combined with the sight-reading system, alias the Look-and-Say method.

In concern over reading failures and mediocrities, parents in many parts of the country have begun to blame sight reading and to clamor for a "return to phonetics."

Our committee is satisfied that we cannot, in the light of what has been learned about how children's minds work, go back to the alphabet method or to the excessive phonetic method or to overdone oral reading; that we cannot, indeed, abandon the sight-reading method, which works well for most beginners.

We do believe that when reading readiness has been definitely and clearly established, sight vocabulary could be given to beginners more quickly than it now is. Some educators now believe beginners could absorb as many as 200 words in the first six months provided words are used that the children want to learn. We tend to side with those who argue that the rudiments of phonetic training, which are generally introduced at about that point, could then also be given at a somewhat faster rate than now prevails and that relatively more attention could be given phonetics in the second and third grades.

We further believe that if phonetic training is to be withheld until children are ready for it, they must be taught it well when they are given it. What alarms parents, and rightly, is the sight of fourth- and fifth-grade children who still have a very shaky grasp on the relationship between combinations of letters and the sounds for which they stand. It is undeniable that there are such children aplenty.

### 3. Backward boys

Boys become retarded readers much more often than girls. The

CONTINUED ON PAGE 147





When I'm eating Jell-O

I wish I were a seal

...because then I could flap  
my flippers for that wonderful,  
wonderful dessert! Jell-O! Jell-O!

Now's the  
time for





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REMEDIAL TEST may uncover physical reason for slow reading. Here normal reader Brian Shay of Fairfield tries machine to measure focusing ability.

### THE FIRST R CONTINUED

main theory to account for this is that during the kindergarten and primary years boys tend to mature somewhat more slowly than girls and hence are often pushed into actual reading training before their readiness for it has been completely established.

There is also a possibility that the pallid content of pre-primers and early readers may have something to do with their trouble. Little boys trying to learn to read in Fairfield witness a lone boy named Tom condemned to play endlessly, and with unnatural control of his manners, with two syrupy girls, Betty and Susan. This frightful life that poor Tom leads is bound up inextricably with the crucial first stages of reading. It is not entirely surprising that some boys draw back from the experience.

Our committee feels that boys' special problems deserve more study than they have had.

#### 4. The urge to read

Neither schools nor parents do enough about fostering their children's inner urge to learn to read. This is what school people call motivation. A child who really wants to learn something usually learns it.

This is the area in which parents do the most harm and could do the most good. We believe that parents should create in the home an atmosphere that is conducive to reading. They should have good books and magazines at hand. Parents should read to children. They should try to entertain them with reading and make reading a pleasure, as television is a pleasure. If school is where learning to read belongs, home is where happiness in reading belongs.

Wrongful pressure on the part of both schools and parents does more than anything else to kill the inner urge to read. Why is it that boys who are retarded readers are very quick to learn subtle points about baseball? An interesting experiment with these boys, which we fear will never be conducted, would be to make baseball a school subject with tests, textbooks, homework, compulsory daily practice and angry parental pushing; and turn them loose for recess in the library to read anything they want, just for fun, with the librarian urging them please, for heaven's sake, to take it easy and not read so much.

### Competition with reading: the image

READING has to compete for the interest of children with television, radio, movies, comic books, magazines and sports. Above all, with television. The printed word has to compete at every turn with pictures, on both screens and printed pages. This is hard competition because most commonplace pictures demand only the act of looking, while words, to mean anything, demand an act of imagination.

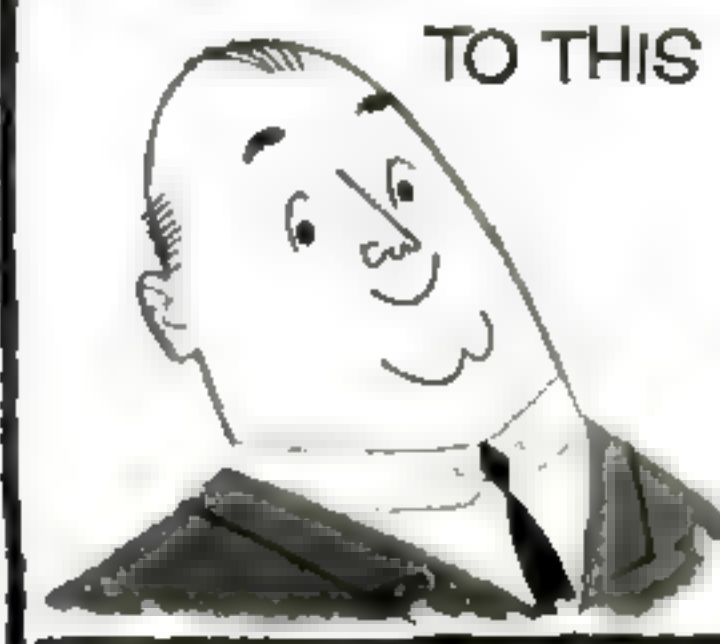
Considering the outside pressure of images on the consciousness of our children, our schools may have begun to lean too heavily on pictures in teaching to read. Furthermore, the caliber of pictures generally used in reading textbooks (pp. 136, 137) may have something to do with poor reading, or at least with unimaginative reading.

At the reading-readiness and pre-primer levels the child is given far more pictures than words. For beginners the textbook manu-

from this



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CONTINUED ON NEXT PAGE



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Kills weeds with a SQUIRT!

NO STOOPING,  
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of weed spray **SAVES CLOVER!**  
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Just place point on weed . . . press lightly . . . release . . . and measured dose of spray (2,4-D or other weed killer) drenches weed. Can be used close to flowers, shrubs without danger. One fill treats 1,000 weeds. Made of durable plastic and brass. Lasts for years.

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**SPLIT CLASS**, half reciting (background) and half studying, distracts students like Fairfield schoolgirl who is sitting third from left in the end row.

## THE FIRST R CONTINUED

facturers provide "dictionary cards" showing a picture on one side and a word on the other. In primary grade readers, pictures on each page give clues to virtually everything in the text. This is both good and bad. The child is helped to visualize words, but he is helped by pictures that are uniform, bland, idealized and terribly literal. Why should they not have pictures that widen rather than narrow the associative richness the children give to the words they illustrate—drawings like those of the wonderfully imaginative geniuses among children's illustrators, Tenniel, Howard Pyle, "Dr. Seuss," Walt Disney?

## Television, the enemy

**T**HROUGH a survey of 230 fourth-grade children in Fairfield Public Schools, our committee has satisfied itself that television presents serious competition to reading—and probably to other things too, but our topic is a limited one.

In the first place nearly everyone in our town has a television set. Only 15 of the 230 children indicated that there is no set in their homes.

The amount of time spent on television by these children is appalling. By their own calculation they spend, on the average, 3 hours, 8 minutes and 24 seconds per child-day in front of their television sets. Of course this is what 10-year-old children say they do; from a scientific and statistical point of view, their answers must be taken with salt. There was, however, a high enough degree of correlation between their answers on time spent and number of programs watched to justify as a positive assertion the first sentence in this paragraph.

Fascinating answers, many of which have a bearing on the competition reading suffers, were elicited by the question: "What do you like about television?" Some children stress the instructive nature of TV: "... because I learn lots of interesting things." "I like to see things that happened in the past." Entertainment is of course cited: music, comedy, old movies and "I like to watch good acting." One child wrote, "I like it because on radio you can't see and I never knew what Guy Lombardo looked like until I got television." Interplanetary space and bad spelling both figured in many answers: "I can learn about Outer space." Some answers highlighted the passive aspect of TV viewing: "You can rest while watching it." A few hinted at the hypnotic effect of the screen: "Because it sits there and looks at you." Other answers: "It gives you a feeling that you are in there." "Good programs." "You don't have to go there. All you have to do is turn a handle." "Because instead of your mother hitting you, you have something to do." "You can get real fantashed things." "You don't have to pay for every movie you see." Most concise answer: "It works."

## The crux: the teacher

**T**HERE can be, and there are, reading failures under any system of teaching, whether extremely progressive or extremely traditional. These failures can also be avoided and remedied by various, and very different, methods of teaching. The most important

CONTINUED ON PAGE 150



There are two  
reasons why we invite  
your attention to  
new Northern Tissue:

1

Nobody has ever offered  
you a single sheet  
tissue this soft before!

2

Nobody has ever  
offered you this much  
softness for the money!



COPYRIGHT 1954, MARATHON CORP., NORTHERN PAPER MILLS DIVISION

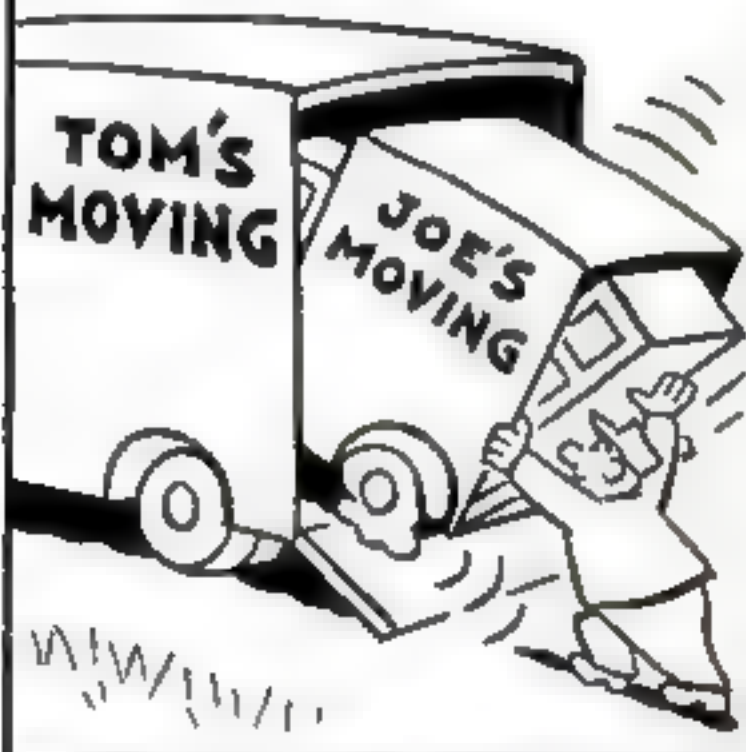
We hope you'll try it first chance you get- We know you'll be glad you did!



# Looking for Something?



## MOVERS



FROM MOVERS  
TO MATTRESSES  
WHATEVER YOU NEED  
LOOK IN THE  
**'YELLOW PAGES'**  
OF YOUR TELEPHONE DIRECTORY

## THE FIRST R CONTINUED

single factor in the whole reading program then is not the method but the teacher.

Just as we have a feeling that sometimes our schools expect too little of our schoolchildren, we are almost certain that we expect too much of most of our schoolteachers.

It has become a commonplace that the rewards, both social and financial, of teaching in the U.S. are meager. Last year the average income of all teachers in the country was \$3,605. The life of all teachers is cluttered; a recent National Education Association survey showed that the average teacher works 48 hours a week at her many-faceted job. These are tiresome facts that everyone knows and does nothing about.

On top of all her other duties, the teacher who tackles reading is expected to be a psychologist, a literary tourist guide, a charming storyteller, a perfect grammarian, a steady workhorse with the mass of average pupils, and one with a special knack for bringing out the best in geniuses and morons. If she is not all these things, a ton of angry parenthood falls on her.

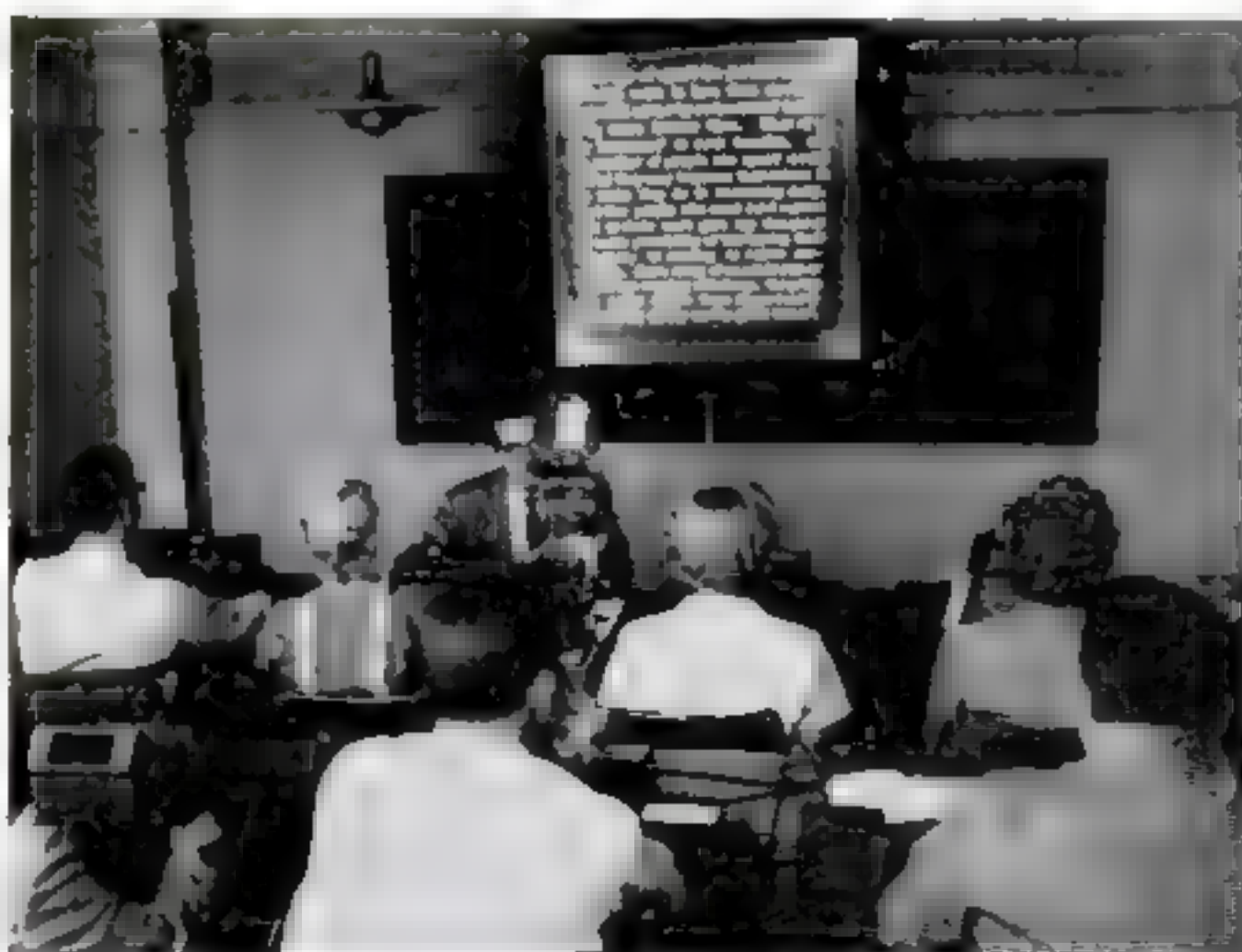
What does she do in the face of such demands? She does what one of the teachers we visited does. "I like the manual," she says. "If you follow that, you can't go far wrong."

But what does the manual urge? It urges a multiplicity of techniques and procedures that simply cannot be followed. The reading-readiness manual used by our teachers urges the keeping of a notebook containing a continuing checklist on the readiness of individual pupils. This checklist contains 52 items. A teacher who has 30 children in her class is therefore expected to keep running track of 1,560 items. She is also, incidentally, supposed to teach. In higher grades the manual divides teaching instructions for every single lesson into the following sections: "Developing Readiness for Reading," "Guide Reading," "Purposeful Re-reading Activities," "Related Reading Activities," "Language and Special Activities," "Enrichment Activities," "Evaluating Activities," "Helping the Individual Child." The teacher with three or four sections of pupils working in different textbooks is lucky if she can struggle each day through one of the first three of these items, which taken out of pedagogical gobbledygook simply means preparation, reading and review.

What is the consequence of this bewildering multiplicity? It is that teachers are obliged to pick and choose methods and activities according to their instincts. And so we are at last pretty much at the mercy of the teacher. She has to be good.

All this leads to the hope that our school systems will make, more than ever before, an effort to acquire teachers who understand the complexity of the reading act, are cultivated readers, enthusiasts for good language and great writing, graduates of liberal arts colleges as well as teacher-training schools. Above all they should be lovers of books, not lovers of method.

We of the Fairfield committee do not pretend to offer simple remedies for these widespread reading problems; for the most part we have been able only to pose questions. But of one thing we are sure. These questions address themselves to every parent in the country, for teachers cannot answer them alone. In meeting them the schools need the support of an informed citizenry. Who can begrudge this support? It is, after all, for the benefit of our children.



AN ADULT READING SCHOOL in Los Angeles uses special devices to improve reading. Here UCLA extension course helps speed up comprehension.

## MORE MEN SMOKE



## Prince Albert

than  
any other  
smoking  
tobacco



H. J. Reynolds  
Tobacco Co.  
Winston-Salem, N. C.

## GREYHOUND PRESENTS



## Short Vacations

### FOR LONG WEEKENDS!

Hotels, sightseeing, transportation included  
on a Greyhound Expense-Paid Tour

Get away by Greyhound for a short vacation that's long in fun, relaxation—surprisingly low in cost. Here are some examples:

|   |         |
|---|---------|
| NEW YORK CITY, 5 days . . . . .                   | \$13.70 |
| YOSEMITE NAT'L PARK,<br>3 days, 5 meals . . . . . | 48.30   |
| CAPE COD, 3 days, 5 meals . . . . .               | 56.00   |
| CHICAGO, 3 days . . . . .                         | 13.65   |

Add Greyhound round-trip fare from your home. U. S. Tax extra.

### FREE! PLEASURE MAP—WITH TOUR DETAILS

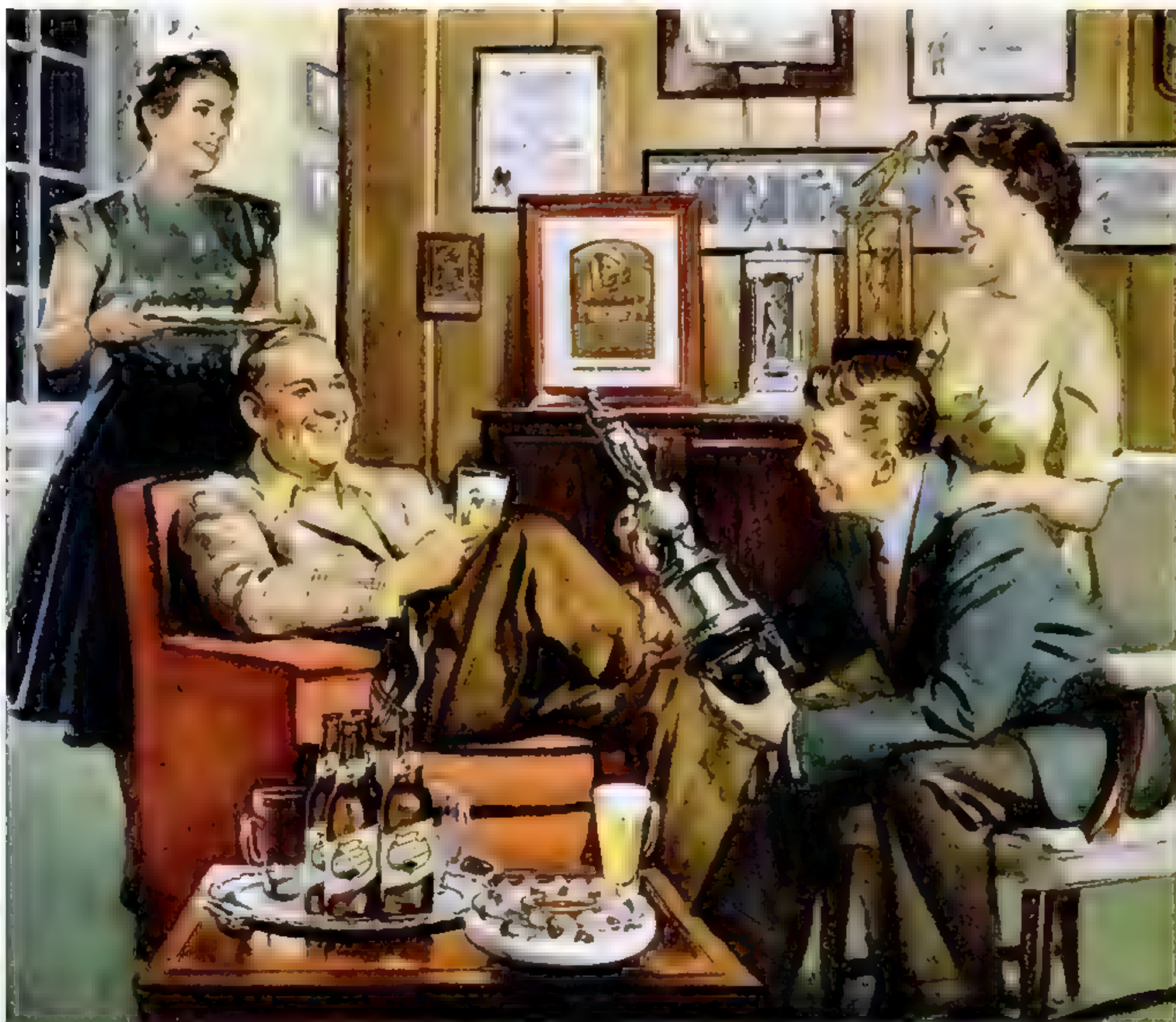
Mail to Greyhound Tour Dept., 71 W. Lake St., Chicago, Ill. for colorful map of America—also describes 50 Vacation Tours. L. 9-34

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_  
Send me details on tour to \_\_\_\_\_

**GREYHOUND**







## DIZZY DEAN'S TROPHY ROOM

Dizzy Dean says: "Make a good time a better time with *Premium Quality Falstaff Beer*"



...AND PAT DEAN (*The Missus*) HAS THE LAST WORD—  
"I'm just adding a word—to the ladies, this time. More and more of you are serving Falstaff these days...and loving it. Especially when friends drop in to watch Falstaff big league baseball on TV every Saturday, with Dizzy doing the honors. Falstaff makes every such friendly occasion a lot more enjoyable."

THE NATION'S TOAST FROM COAST TO COAST



THE FALSTAFF BREWING CORPORATION, ST. LOUIS, MISSOURI  
Plants at St. Louis, Mo., Omaha, Neb., New Orleans, La., San Jose, Calif., Fort Wayne, Ind.





# *"I just realized what I'd been missing"*

*"It's easy to get into a car-buying rut, I suppose . . . just like any other kind. Most men swear by the brand they own.*

*That is, until they find something so much better that they have to own up. Neighbor of mine just got a new Aero Willys, and it made me take a long look at my old bus. Sure those keen aerodynamic lines on his car looked good, but I figured it to be just another 'face-lifted' model. Then I got into his car, physically and mentally. Found out about the body and frame being welded into one squeak-free rigid unit. Learned about its terrific performance. Heard about the big gas mileage he's getting. And what a ride that low-slung beauty gives! Next time you see me, I'll be driving an*

**AERO WILLYS"**

## **DON'T MISS, MISTER**

You owe it to yourself to meet the beautiful sister of the famous 'Jeep', at your Willys dealer

Listen to "Lowell Thomas and the News," Monday thru Friday, CBS network.



Kaiser-Willys Sales Division

© 1954, Willys Motors, Inc., Toledo 1, Ohio





IGOR BENSEN FLIES IN ONE OF HIS GYRO-GLIDERS WHICH HE SAYS IS SAFER THAN THE BICYCLES WHICH FOLLOW

## WHIRLY GLIDER TAKES THE AIR

Motorless rotor blades started by hand keep towed contraption aloft

Any man itching to get into the air without the bother of learning to fly, the expense of an airline ticket or the hazards of jumping off cliffs now has an easy solution. He gets into the contraption above—a motorless glider-helicopter made by the Bensen Aircraft Company at the Raleigh-Durham, N.C. airport—reaches up and by hand starts the two rotor blades

spinning. A tow car starts him off down an airstrip or similar open area. At 20 mph he is aloft. The blades keep revolving automatically while he is up. The ship, however, cannot soar off by itself. When he is tired of the air he disengages the towline and settles back gently to earth, windburned, exhilarated and generally happy to be at the other end of the airstrip.

CONTINUED ON NEXT PAGE

For larger cuts,  
burns, abrasions...



use the dressing  
your doctor uses...



because it's sterile  
at the moment of use

Sealed in  
individual  
envelopes



Apply with  
Red Cross Adhesive Tape

**Johnson & Johnson**

No connection whatever with American  
National Red Cross





**ONLY CONTROL** is handle bar which regulates pitch of rotor. Pushing control forward tilts rotor hub back, lifts glider. Pulling it brings glider down.



**IN MID-FLIGHT** glider sails back of tow car. Top speed is more than 60 mph. Bensen hopes young people will use glider to learn principles of flying.



**LIGHT WEIGHT**, 86 pounds, allows Bensen to lift it easily. His company will sell plans for \$10, unassembled kits for \$295, completed glider for \$150.

## IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**

get  
**FAST  
RELIEF**  
WITH



The way  
thousands of  
physicians and dentists recommend

### Here's Why...

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin today!

## INGROWN NAIL

Hurting You?  
**Immediate Relief!**

A few drops of O-TINGRO bring blessed relief from tormenting pain of ingrown nail. O-TINGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. O-TINGRO is available at all drug counters.

## A Name to go Buy!

Guaranteed by Good Housekeeping

# SILVER BOND SOCKS



3 pairs guaranteed to wear 3 months or 3 new pairs FREE.

SILVER KNIT HOSIERY MILLS, INC.  
HIGH POINT, N. C.

Mfrs. of Men's and Boy's Sox.

For information write  
350 Fifth Avenue, N.Y. 1, N.Y.



Famous Snell  
Laboratories Ask:

# Isn't a Mattress Out-of-Date without this **Invention**



**JUMP! SIT! BOUNCE!** — You don't dare do this on any other mattress. But it can't hurt a Springwall, thanks to this invention.

**FULL WIDTH COMFORT** — As you turn in your sleep, Springwall supports you right out to the edges. Only Springwall does it, and does it for years!

**INDUCES HEALTHFUL SLEEP** — With firm full support for neck, trunk, joints, pelvis, you sleep as Nature intended thanks to the Springwall invention.

**FIRM WHEN NEW — FIRM FOR YEARS** — Rugged tests by famous Snell Labs prove that Springwall stays healthfully firm years after other leading brands wear out.

**YEARS AHEAD IN DESIGN** — Cut-away view shows Springwall's 12 exclusive resilient steel anchors. They hold the sleeping surface firm, adding years of comfort and wear.

**NO MORNING BACKACHE** — The Springwall invention insures correct sleeping posture; thus eliminates a leading cause of morning backaches.

**NO MORE SLEEP SAG** — The Springwall invention keeps your mattress level always. You never sink because Springwall never sags.

Without Springwall you are deprived of 7 modern advances helpful to healthful, relaxing sleep. Ask your doctor.

| No undue sag at center or edges. | Proper support at pressure points. | Maintenance of edge to edge firmness. |
|----------------------------------|------------------------------------|---------------------------------------|
| SPRINGWALL                       | SPRINGWALL                         | SPRINGWALL                            |
| MATTRESS C                       | MATTRESS C                         | MATTRESS A                            |
| MATTRESS B                       | MATTRESS B                         | MATTRESS C                            |
| MATTRESS A                       | MATTRESS A                         | MATTRESS B                            |

**FAMOUS 4-MATTRESS TEST**—Snell Laboratories tested 4 leading brands. As shown above, Springwall rates first on every factor specified by hundreds of physicians for relaxing sleep.

**FIRM SUPPORT AT 4 VITAL PRESSURE POINTS**—Your muscles are supported where doctors say you need support for healthful, relaxing sleep—years longer than any other mattress.

**GUARANTEED FOR TEN YEARS AGAINST STRUCTURAL DEFECTS**



**INSIDE EVERY SPRINGWALL MATTRESS** is a wonderful invention that does more to promote healthful sleep than any other mattress. It's a supporting wall of 12 resilient steel anchors, and it holds the entire sleeping surface firm as never before—firm along the edges, and firm from edge to edge.

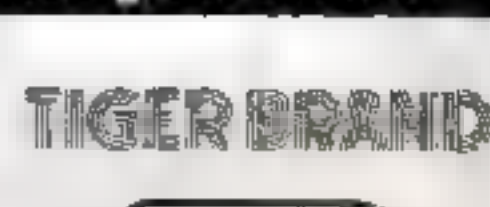
Because of this invention, tired muscles get the rest they need to recuperate.

Because of this invention, you get years more wear from Springwall... it holds that wonderful sleep-inducing firmness years longer than any other mattress tested.

So why risk a mattress without the Springwall invention... especially since Springwall costs you no more, and often less, than ordinary mattresses. At your dealer's, from **\$49.50**

**FREE Sleep Booklet, "What Does the Doctor Say."** Write Springwall, Box 157, N.Y. 46. Physicians: Ask for "Proper Sleep Posture and its Relation to Orthopedic Health."

Look for the Springwall shape on the label—exclusive with these great brands



THE SLEEPING CO. ST. PAUL, MINNESOTA

SOUTHERN SPRING BED COMPANY ATLANTA 3, GEORGIA

ECLIPSE SLEEP PRODUCTS, INC. NEW YORK 14, NEW YORK  
LOS ANGELES 23, CALIFORNIA

HAGGARD & MARLSSON CO. CHICAGO 9, ILLINOIS



# GOLFERS..PLAY BEN

## 3RD ANNUAL **LIFE** - PGA

### BEAT HIM AND WIN THIS MEDAL!

**JUST KEEP 'EM IN THE FAIRWAY** . . . and you have every chance to beat Ben Hogan, 1953 winner of the Masters, the British Open, and the U.S. Open. Hogan will play 18 holes at the Baltusrol Club in Springfield, N. J.—you play on your own home course with your regular handicap. Women are allowed their full handicap plus 7 strokes. (Unhandicapped players use Callaway System.)

This is the 3rd time around for National Golf Day and from all signs it'll be bigger and better than ever before. In 1952, 14,667 golfers beat Ben Hogan's 71 at Northwood. In 1953, 12,310 golfers beat Julius Boros' 70 at Oakmont. This year, wherever in the world people play golf thousands more competitors will match their score against one of the greatest athletes of our time. Two weeks later Ben Hogan will defend his Open Championship at Baltusrol—but on June 5, National Golf Day, he will be playing against you!

**YOU MAY WIN** this coveted bronze medal that proves YOU beat Ben Hogan. If you can say "I tied Ben Hogan" or even "I tried" you get a special certificate to show your friends.

**ENTRY FEE IS \$1.00.** (Caddies are eligible to compete by contributing a special entry fee of 25¢.) As in the past two tournaments, half of the proceeds of National Golf Day will go to the USO, and the remaining half to the National Golf Fund, a non-profit corporation for worthwhile projects connected with golf. Last year National Golf Day proceeds went toward a new recreation center for U. S. servicemen in Tokyo, contributed to junior golf development, turf research, veteran rehabilitation programs, PGA relief, education and benevolent funds, and 14 caddie scholarship foundations.

**YOUR CLUB OR NEAREST PUBLIC COURSE** will be supplied with official National Golf Day score sheets. Simply turn in your score card (play as many rounds as you want, as long as you pay the \$1 entry fee for each round) to the golf committee, club pro, or public course official at the end of each round.

**RESULTS** of Ben Hogan's round will be carried by CBS radio on June 5th to all clubs and golf courses in every part of the country. At the end of the day you will know whether you beat, tied, or only tried to beat the defending champion.

So—plan to play golf on Saturday, June 5th, against the greatest golfer of them all—Ben Hogan. This may be the day you'll beat him.

#### THESE ORGANIZATIONS BENEFITED FROM THE PROCEEDS OF NATIONAL GOLF DAY 1953:

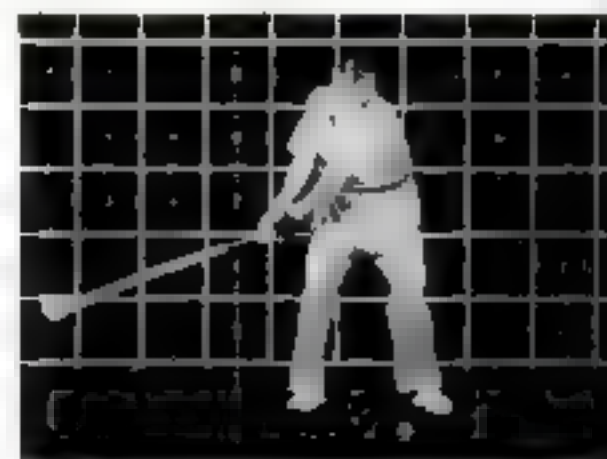
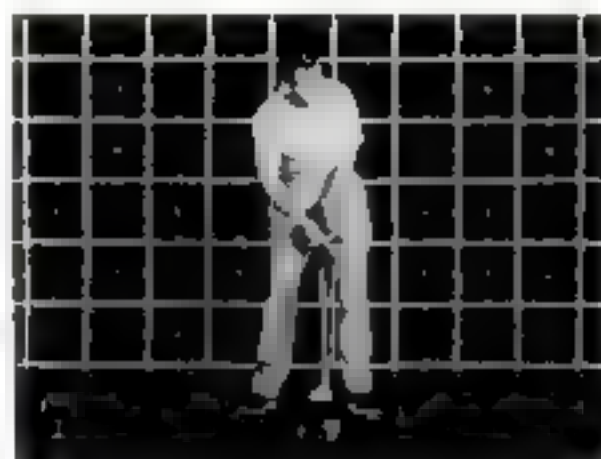
United Service Organizations, Inc.  
The American Women's Voluntary Services, Inc.  
United States Golf Association—Greens Section  
United States Junior Chamber of Commerce Sports and Recreational Program  
14 local and regional Caddie Scholarship Funds

The Professional Golfers Association  
(Relief, Educational and Benevolent Funds, and National Caddie Association)  
Possibilities, Unlimited  
Middle Atlantic Blind Golfers Association  
United States Blind Golfers Association

#### A NEW MOVIE... "KEEP 'EM IN THE FAIRWAY!"

... prepared by the Teaching Committee of the PGA and LIFE Magazine, features such golf luminaries as Bobby Jones, Horton Smith, Ben Hogan, Sam Snead, Lloyd Mangrum, Jerry Barber, Dr. Cary Middlecoff, Walter Burkemo, Ed "Porky" Oliver, Lawson Little, Byron Nelson, Lew Worsham, Louise Suggs and Pat Abbott.

This 38-minute sound film shows how to apply the five fundamentals of the good golf swing and demonstrates how they may be best put into practice by golfers with varying physical characteristics. Below, five clips from the film illustrate the five fundamentals. Available on request to club professionals or golf committee chairmen, schools, service clubs, etc.





# HOGAN—ON JUNE 5

## NATIONAL GOLF DAY

### USO RECEIVES HALF OF NATIONAL GOLF DAY FUNDS...



**HARVEY S. FIRESTONE, JR.**, Chairman of the USO Board of Directors, says: "The world-wide services of USO for our young men and women in uniform are as essential today as they have ever been before. Through USO, Americans can provide the connecting link with home which is vital to military morale. Not only is National Golf Day an enjoyable sports competition; it is a unique opportunity for Americans to help support the day by day services of the USO everywhere."

### ...OTHER HALF GOES TO NATIONAL GOLF FUND



**ISAAC B. GRAINGER**, President of the USGA, says: "During its two years of existence, National Golf Day has demonstrated that golfers themselves can do wonders for improving golf courses. Funds received from the National Golf Fund by the USGA are allocated for turf research and education. Such research ultimately benefits all golf courses, public and private, and all golfers as well. Go out and beat Ben Hogan on June 5th—you'll have a good time, and it's for a worthy cause."



**HORTON SMITH**, President of the PGA, says: "Again the PGA is proud to take part in this great nationwide competition. The 3rd annual National Golf Day again will be the biggest day for golf on America's calendar. The worthiness of its purpose, the fine spirit of sportsmanship it exemplifies, and the support it provides for so many worthwhile activities make it an event of national importance. I hope you'll be out on your course on June 5th."



**BEN HOGAN** says: "I'll be playing at Baltusrol, the scene of the U. S. Open. I hope you'll be out to compete against me. You'll have a lot of fun and I'll have the stiffest competition I can imagine."



**JULIUS BOROS** says: "Playing against thousands of Americans last year was one of the greatest thrills in golf for me. I'll be playing against Ben this year and I hope to get one of those medals myself."



**SAM SNEAD** says: "Hogan's not only great—he's tough. But he's beatable . . . and maybe you can turn the trick on National Golf Day. Try your luck."



**LEW WORSHAM** says: "I prize the medal I won when I beat Boros last year. You can be sure I'll be out to add a Hogan medal to my collection on June 5th."



**BOBBY JONES** says: "National Golf Day provides a chance for every golfer to play his or her best game against the champion. At the same time it gives golfers everywhere an opportunity to contribute to worthy causes."



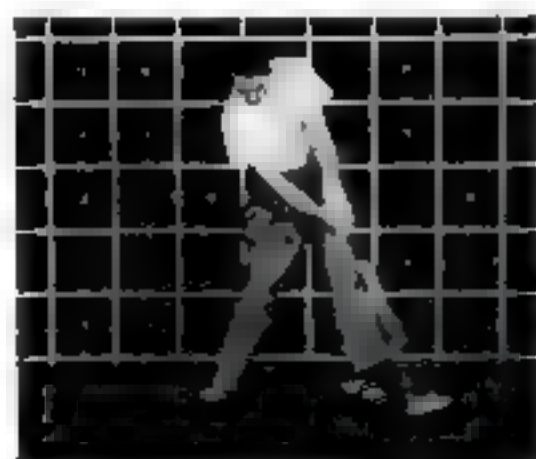
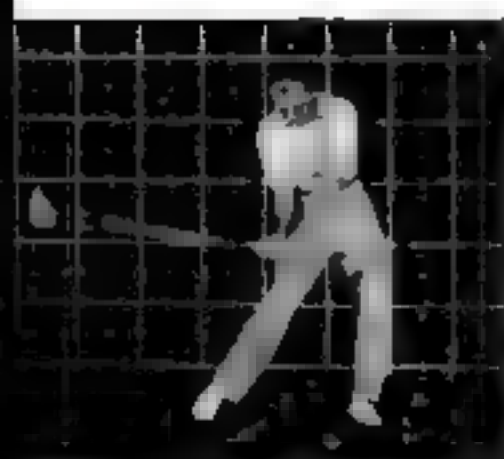
**MILDRED "GABE" ZAHARIAS**: "Sports are the greatest way to raise money for charitable causes. It not only raises the money, but helps keep the country sports-minded. That's why I'll be out against Ben Hogan on National Golf Day, and I'll be happy to put up my entry fee."



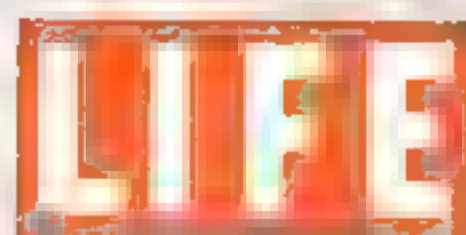
**LOUISE SUGGS** says: "Women golfers, this is your chance to play your favorite game for worthy and enlightened causes. National Golf Day is one of America's finest participant sport events."



**BILLY JOE PATTON**, leading amateur in the 1954 Masters: "I missed beating Ben Hogan at the Masters this year—but I'm going to be out trying again on National Golf Day at my home course."



IN CANADA—THE TOURNAMENT WILL BENEFIT THE CANADIAN RED CROSS AND JUNIOR GOLF DEVELOPMENT



**3RD ANNUAL NATIONAL GOLF DAY**  
SATURDAY, JUNE 5, 1954  
NATIONAL GOLF DAY HAS THE COOPERATION OF THE USGA





# Life Visits

## London in the Spring



IGNORING THE STACKED CHAIRS, A LONDONER STRETCHES OUT ON THE GRASS TO ENJOY THE SEASON

### SEASON BRINGS THE CITIZENRY TO HYDE PARK

Spring has always had a marked effect upon the British. It near drives them daft. It comes at the end of long months of gray, clammy winter. Suddenly it is warm and the colors come bursting out, greener and brighter than anywhere else on earth. The Britons, too, burst forth, many uttering cries of joy. William Shakespeare, who was seldom at a loss for words, happily chortled of a British spring "hey ding a ding, ding." Staid Britons, keeping cautious grip on their umbrellas, turn their faces to the sun or play about or gaze dreamily at the swans or swagger to art shows in top hats. In London spring's urging makes a center of Hyde Park where 361 acres of green-sward, playground and waterway fill up with pale people seeking their share of sunshine.



UMBRELLA READY, PROPER BRITON SUNBATHES

← **PARK PLAYTIME** is a part of the lives of such blithe Londoners as this girl. "Keep off the grass" signs are rare, posted only in special areas of park.

**LITTLE FOLK** wheel their toys about and chatter on the pathways while older folk concentrate on the adult problem of keeping the lunging dogs apart.







**ON THE GREEN**, in an assemblage of grownups, prams and ambulant tots moving in all directions, children on lawn seem as numerous as leaves on trees.



**AMICABLE POOCH** lets himself be used as play by his master. Most dogs come to the park to run, not rest, being allowed to roam free in many areas.







## STAND ON YOUR OWN TWO FEET

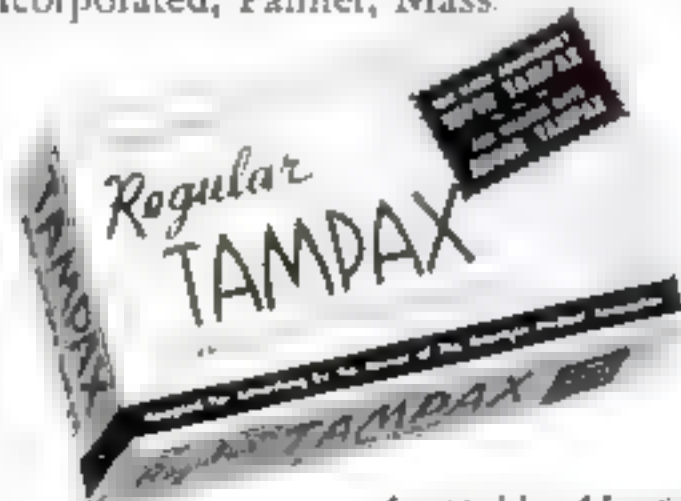
Make up your own mind about Tampax! Don't wait for someone to take you by the hand and lead you up to this product. You're not that kind of person. You like to be first with new fashions, new things, new ideas. What's holding you back from trying Tampax?

Perhaps you just haven't stopped to think about what an internal sanitary protection could do for you on "those days." Well, all you have to do is step up to any drug or notion counter and buy your first package of Tampax.

Here's what will happen to you:

You'll find Tampax is so comfortable you can't even feel it, once it's in place. (No chafing, no irritation.) It does away with the cumbersome belt-pin-pad harness—gives you a wonderful sense of freedom. It even prevents odor from forming! And it's so easy to dispose of you'll wonder why you ever used anything else. In fact, unlike external pads, Tampax can even be worn while you're taking your shower or tub.

Doctor-invented Tampax comes in 3 absorbency-sizes: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising  
by the Journal of the American Medical Association

TAMPAX INCORPORATED LF-24-54-H  
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name.....

Address.....

City..... State.....



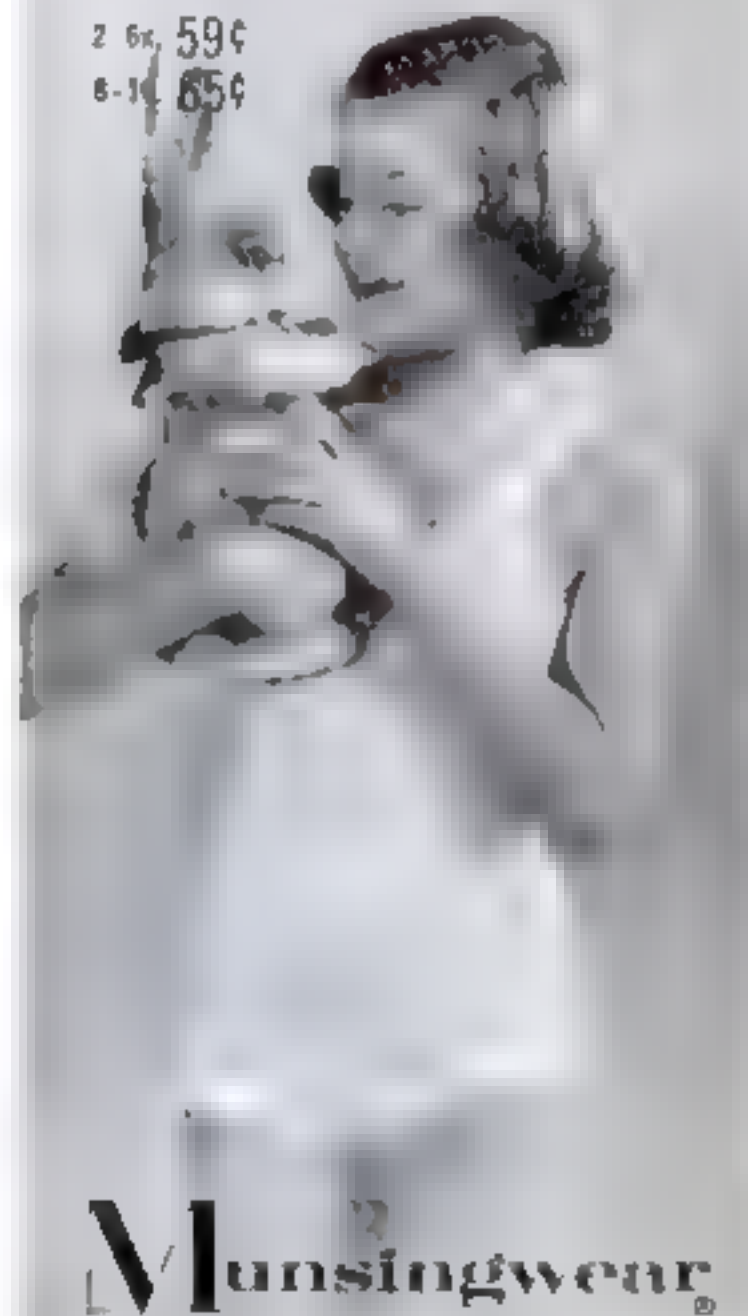
AT SUNSET ON THE SERPENTINE one of park's ill-tempered swans, his disposition not improved by soft weather, peers balefully at all comers.

Legband Nylon reinforced

## "Cottontail" Briefs

Legband (with Nylon reinforcement) will hold its shape forever. Non-binding "action gusset." Knit of soft cotton, 9 colors. Ask for "Cottontails" by name.

2-6x 59¢  
6-14 85¢



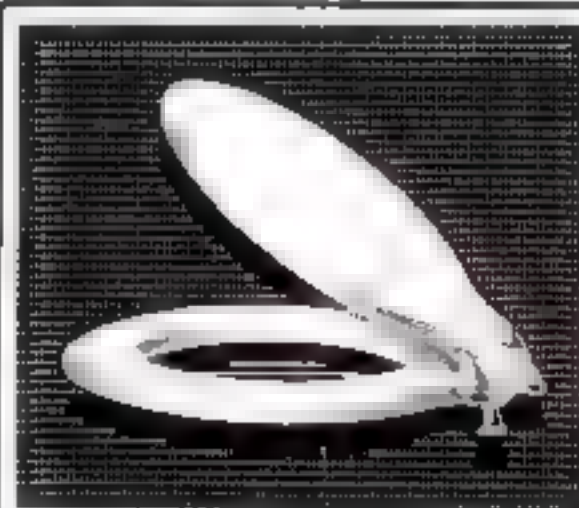
Munsingwear

GUARANTEED NOT TO SHRINK OUT OF FIT.



### QUICK TO THE RESCUE!

Talk about fast action! Just sprinkle Dr. Scholl's Foot Powder on your hot, tender, chafed, sensitive, tired feet. Grateful relief is yours at once! Eases new or tight shoes. Helps prevent Athlete's Foot. Be sure to get Dr. Scholl's Foot Powder today! Sold everywhere.



the seat of  
good housekeeping

For sale by your plumber

STANDARD TANK & SEAT COMPANY

© S.T. & S. CO.

CONTINUED ON PAGE 183



# A Special Message to LIFE's Art Lovers

After seventeen years of bringing you great art in the pages of LIFE, we have discovered a way to bring masterpieces to your home—on artists' canvas.

A process of transferring a painting to canvas was perfected and patented after four years of experimentation by the N. V. Twentsche Textiel Maatschappij of Holland. They brought the proof of their process to LIFE—a Rembrandt, a Bruegel, a Holbein, lustrously, faithfully reproduced on the one material that has for centuries been the artists' own favorite foundation for their creations . . . canvas. And the reproductions were fadeproof and washable as well.

Here at last, we thought, might be the answer for the many, many readers who have so often asked for permanent, enlarged reproductions of masterpieces pictured in LIFE's pages, so we ordered a limited quantity of the two old masters pictured here: Vermeer's "Young Woman Reading a Letter" (Rijksmuseum, Amsterdam) and El Greco's "View of Toledo" (Metropolitan Museum of Art, N.Y.). The canvases are handsomely framed, and there is a choice of frame finish for each picture: antiqued gold or dull ivory.

If our readers' reaction to these sample canvases warrants, we will make other subjects available—subjects our readers ask for, subjects from future LIFE stories.

The small illustrations on this page cannot possibly do justice to these canvases and frames. Art experts who have seen them have been enthusiastic in their praise (right).

Although a framed, top quality paper reproduction might cost from \$20 to \$35, we are able to offer you these superb framed canvases for only \$18.75 each.

The supply, however, is limited, and orders will be filled on a first-come, first-served basis. Please use the order form below to indicate your interest in this program . . . to expedite your order.



EL GRECO'S "TOLEDO" 30"x31 1/2"

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"Reproductions are as fine as any I've seen and the price incredibly low." Edgar Schenck, Director, Albright Art Gallery, Buffalo

"I welcome and applaud your plans to make fine reproductions of masterpieces available at low cost as another program toward helping the general effort of all institutions to spread the benefits of art." Burton Cumming, Director, American Federation of Arts, N.Y.

"Reproduction remarkably good. Congratulations." Gordon Washburn, Director, Dept. of Fine Arts, Carnegie Institute, Pittsburgh, Pa.

"Too few reproductions in color, suitable for framing, are on the market. LIFE's project of making more available at a reasonable price is certainly admirable." John Gordon, Curator of Paintings, Brooklyn Museum



VERMEER'S "WOMAN" 18 1/2"x21 1/2"

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If you make other masterpieces available on canvas, I would be most interested in \_\_\_\_\_

NAME \_\_\_\_\_

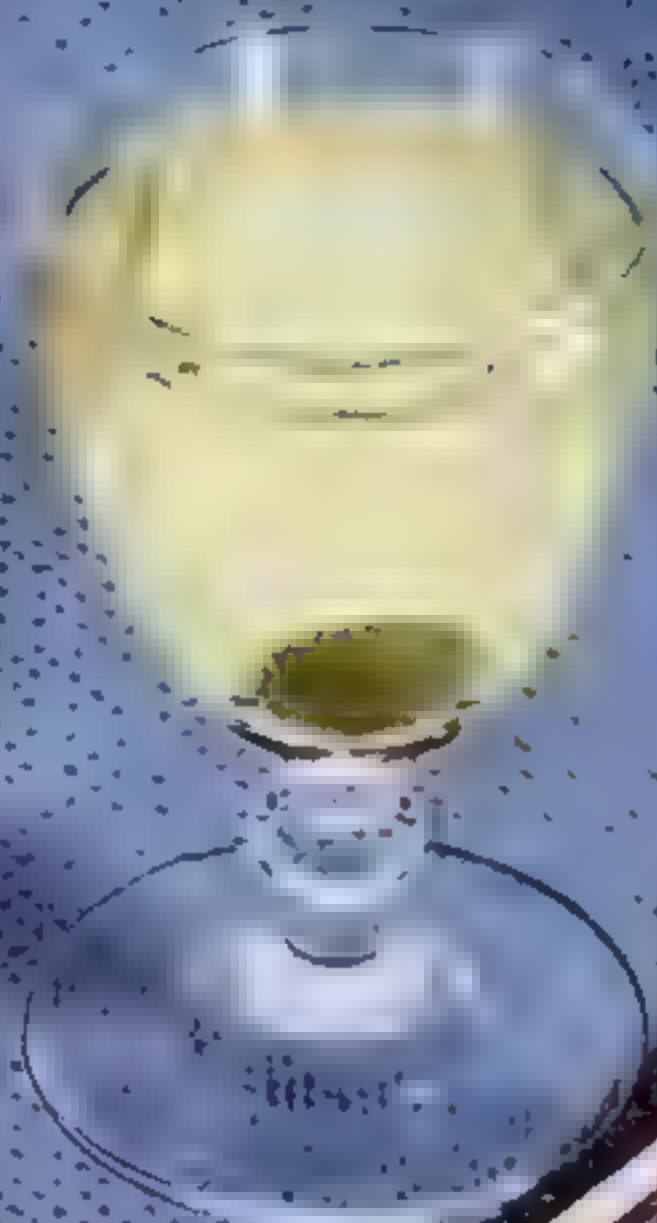
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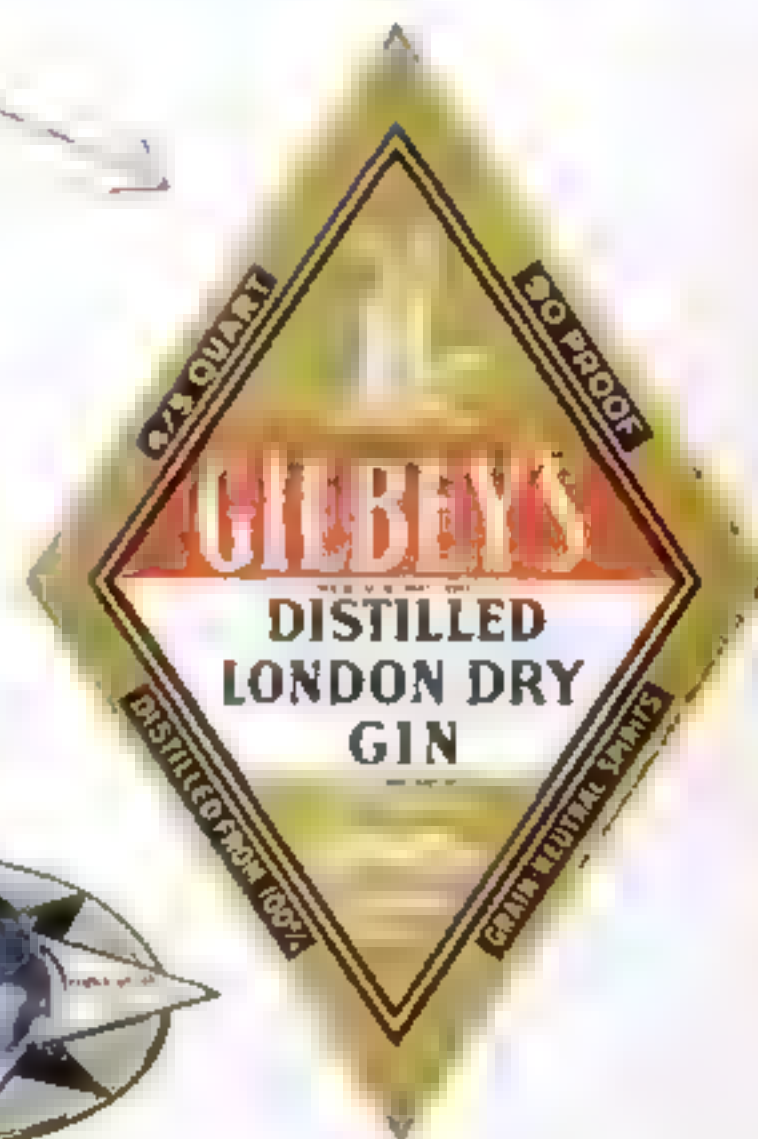
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# STYLE AT AN ART EXHIBIT



**TWIN ART LOVERS** Maisie (left) and Alice Glenny, spinsters from Surrey, turn out every spring dressed alike for gala Royal Academy of Arts show.



**TWIN TOPPERS** turn up with Oxford students Nigel Foxell (left) and Brian Brindley at the exhibit. Like Beau Brummell, they kept hats on all day.



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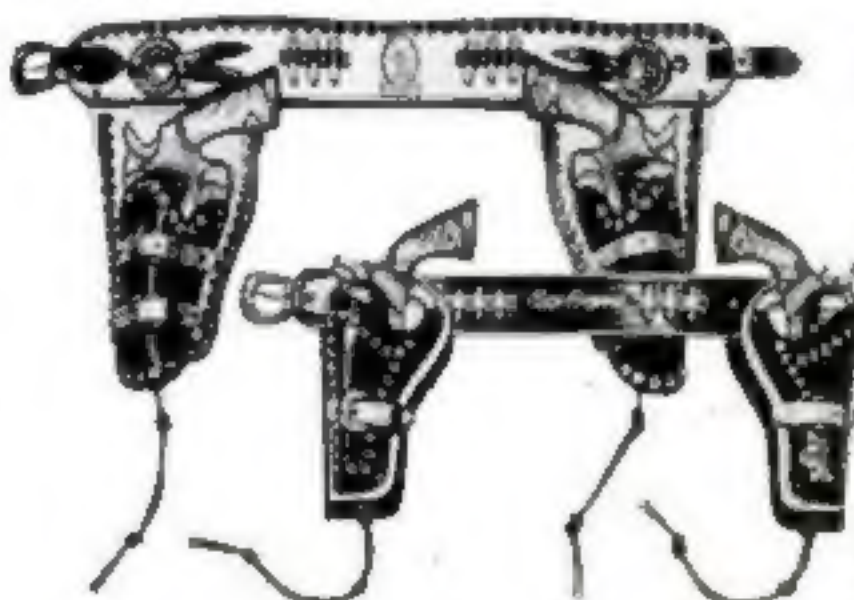
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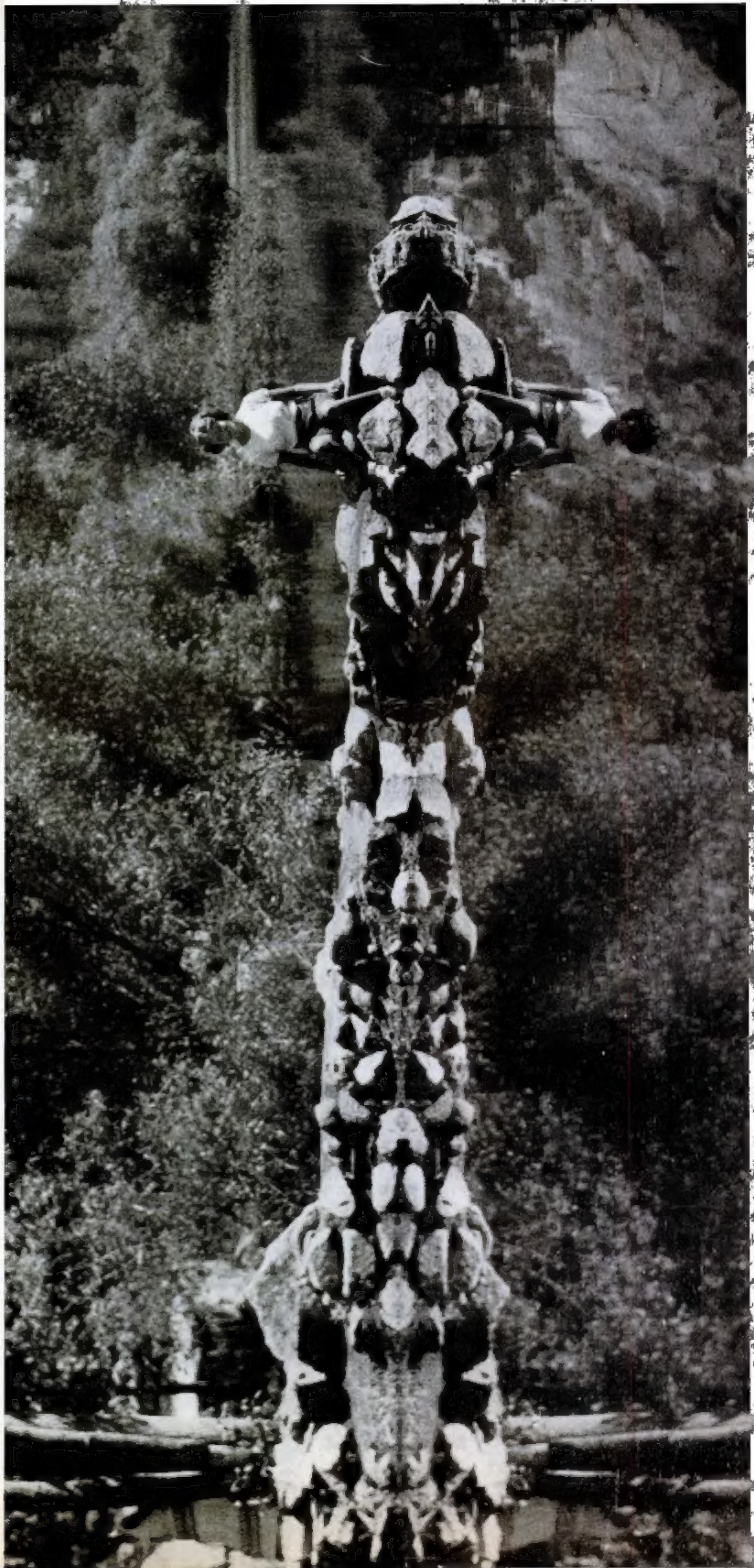


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## TIPPED-UP TOTEM

Somewhere in the album of every vacationer is a picture which did not turn out quite the way it was supposed to. The one shown here, apparently of a well-weathered totem pole, was taken by Morris Hartig of New York City while touring the West with his family. Looking over their pictures afterward, the Hartigs could not remember ever seeing any totem pole, much less photographing one. Then Mrs. Hartig looked at the picture sideways, exclaimed, "Why, it's Margaret!" as she recognized her daughter sitting smilingly on a jetty in Mirror Lake at Yosemite National Park.





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